659

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 10

WASHINGTON, D. C.
NOVEMBER 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRER
NOV 15 1937
BOARD

BIG, YES! —BUT NOT STUFFED!

One of the things we're proudest about, here at WHO, is the fact that there's not even one stuffed shirt on our staff . . . not even one man who feels, for instance, that a single-shot, 50-word announcement is too small to warrant the best time and the most "zip" we can give it . . . not one piece of business so unimportant that we won't move mountains to get it, and then work like the dickens to make it *productive.*

Our advertisers often tell us that this attitude alone would make WHO "the favorite station on the list." But when you add the fact that WHO has *nine times the night-time power of all other Iowa stations rolled together,* the combination is irresistible . . . At least it is to *most* of the advertisers who want to cover IOWA PLUS . . . How about *you?*

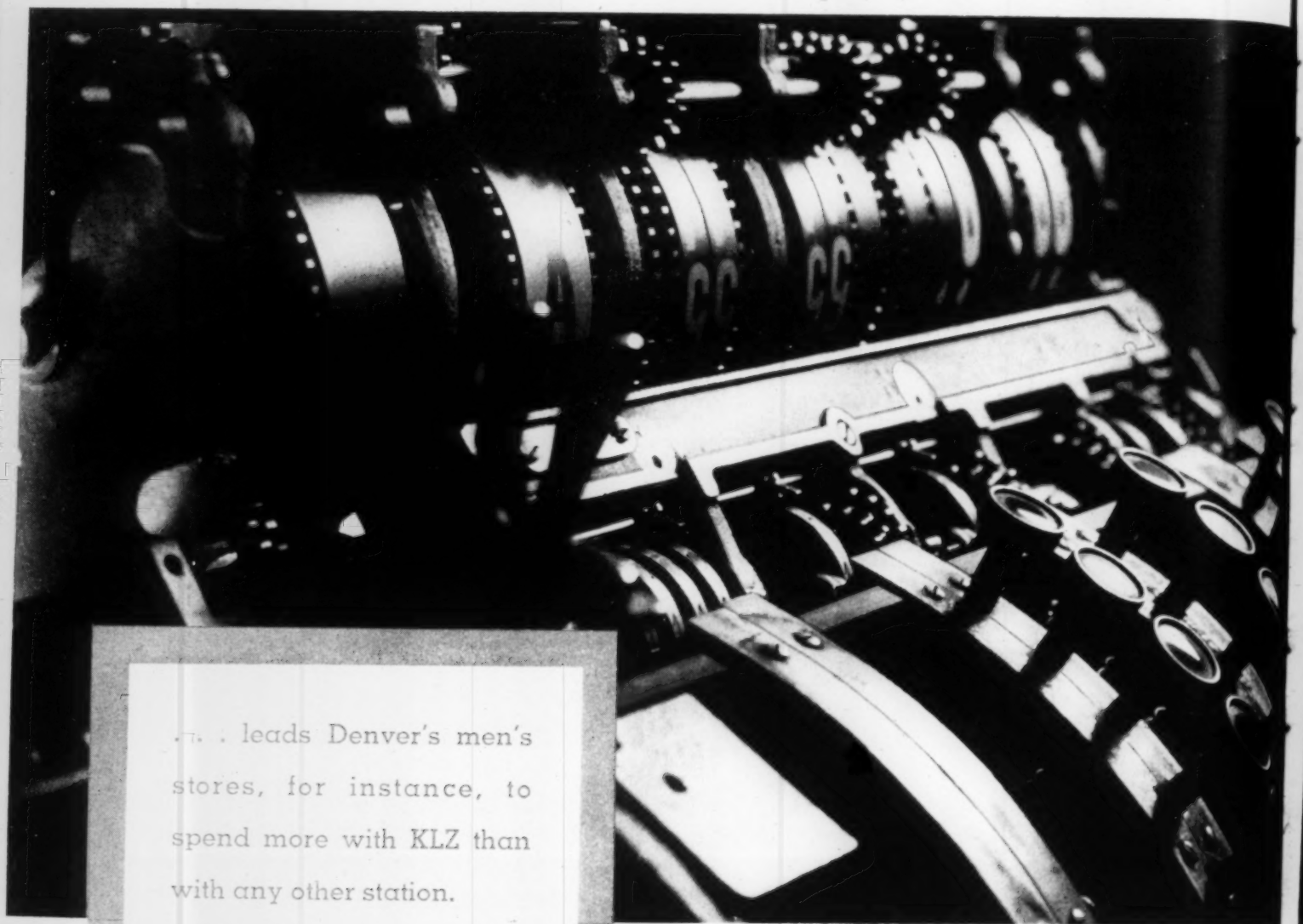
WHO for IOWA PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

RADIO COMPASS

STEERS LOCAL ADVERTISERS TO DENVER'S MOST SALES-PRODUCTIVE STATION



. . . leads Denver's men's stores, for instance, to spend more with KLZ than with any other station.

UNDER-THE-SURFACE VIEW OF NATIONAL CASH REGISTER.

● Denver merchants have only one destination . . . Profit. Only one means of getting there . . . Sales. With the cash drawer as their compass, they choose the sales-quickening media which will take them to this destination by the quickest, most direct route.

The cash-drawer compass is what guides men's clothing stores in Denver to spend more of their radio money with KLZ than with any other station . . . leads Denver's department stores, furniture stores, ladies ready-to-wear stores and jewelry stores to do likewise.

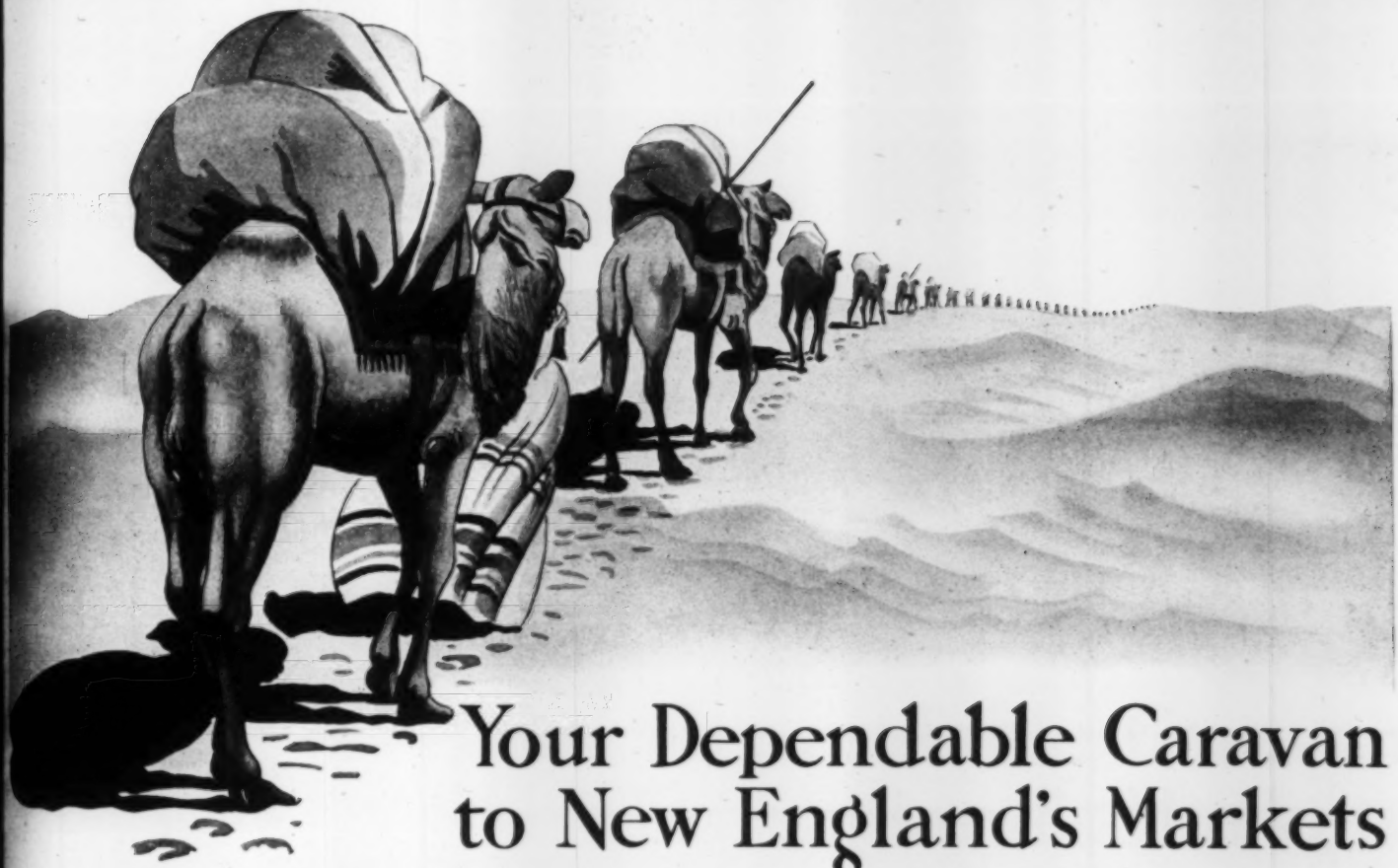
The cash-drawer compass is pointing to KLZ as the Denver station which is most effectively meeting the exacting requirements of result-demanding advertisers.

KLZ *Denver*

CBS

Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company
Representative - E. Katz Special Advertising Agency

XUM



Your Dependable Caravan to New England's Markets

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

MARKETS far richer than those of the Orient may be reached and sold through the facilities of this sales-producing network of fourteen stations.

Each station has a popular following; each is located in the urban center of a major shopping area.

Linked New England-wide, they provide more complete and effective coverage than can be obtained through any other combination of stations at a cost that is comparable.

Put network strength behind your program. Make direct contact with each of New England's important market centers.

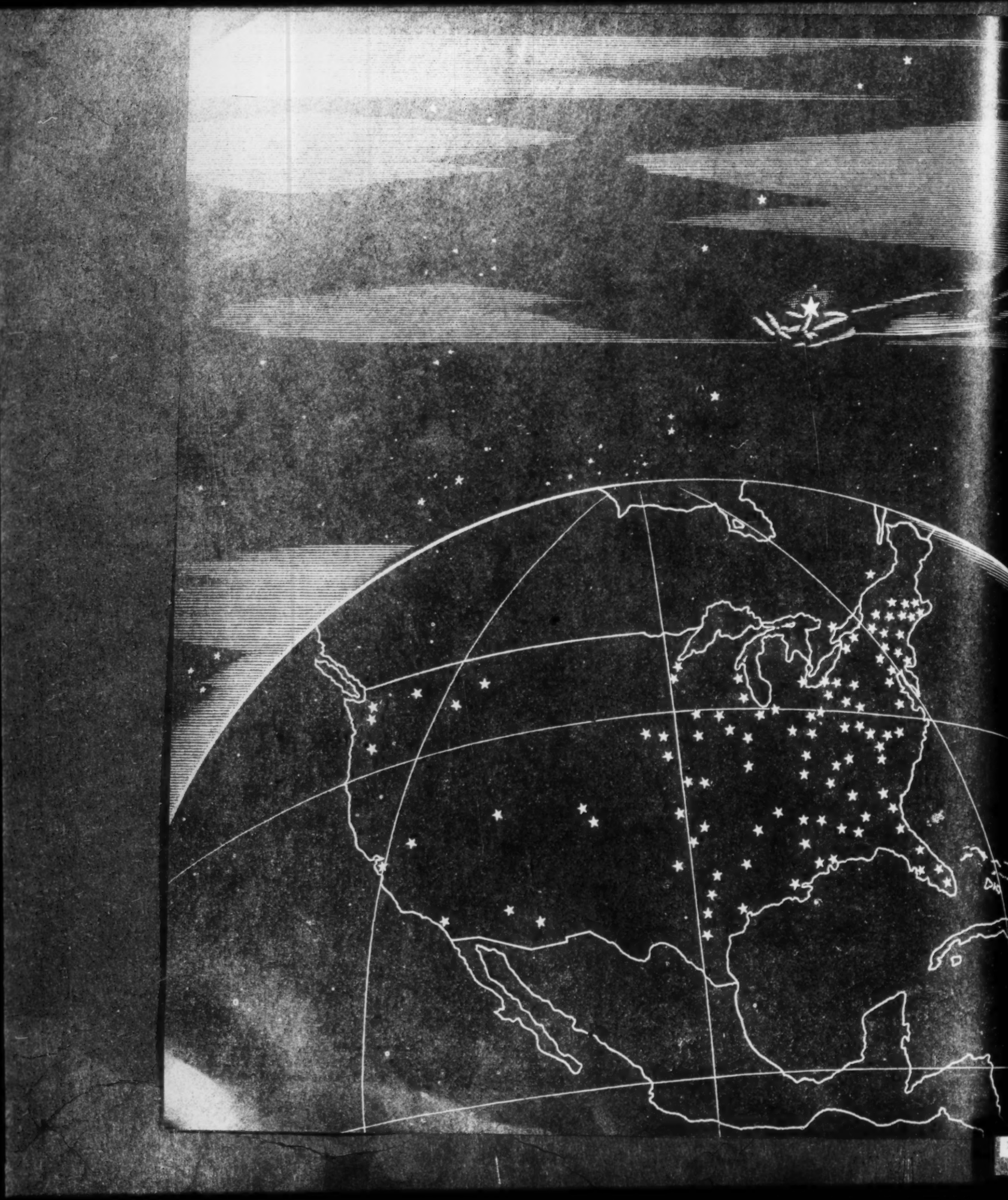
The COLONIAL NETWORK

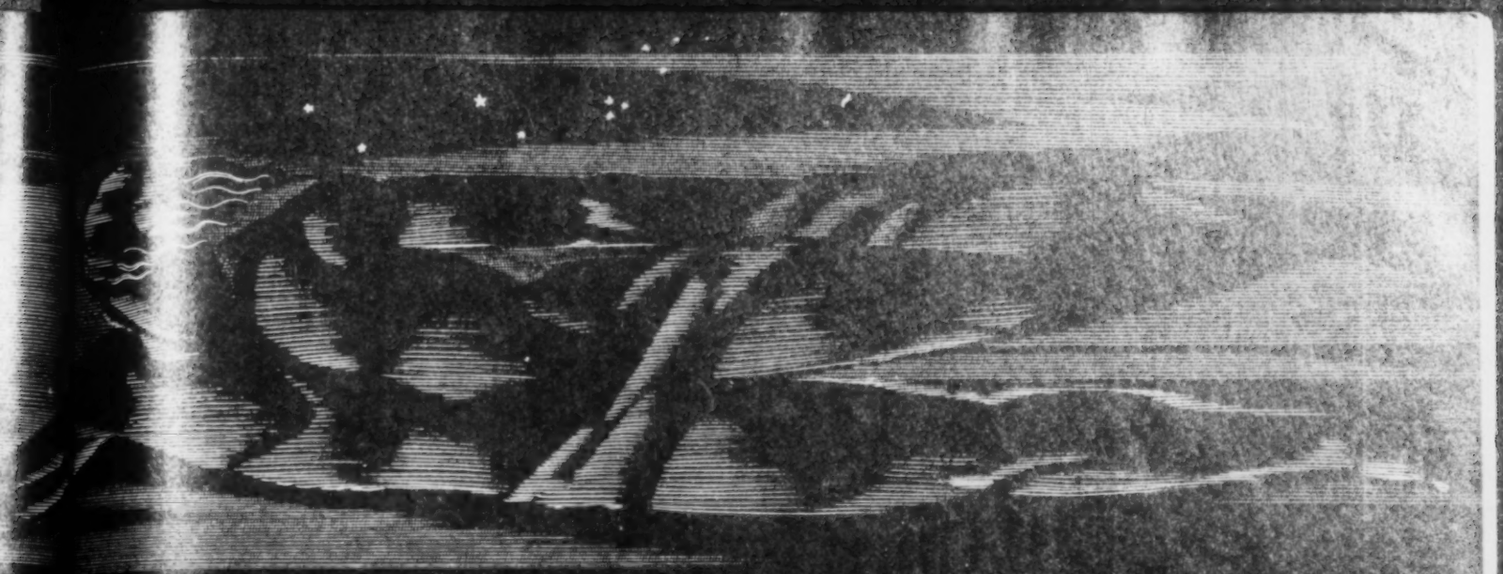
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM





108 NORTH STARS

Each is a guide for those who listen—each is a guide *to* those who listen. They are the pole-stars of their communities—magnetic with the world's voice, its drama, music, and wit. Together, they pull irresistibly on the lives within their reach. They are the 108 stations of the Columbia Broadcasting System, the world's largest radio network.

PERHAPS we are a bit early, but BBC has the habit of being first. BBC has the habit of being first in the number of local advertisers, and that's important to any "spot" advertiser, because the local buyers are on the ground. They *know* the best buy, and they insist on getting it.

BBC happens to be first in the number of local advertisers because it has always been first in results. The two go together, of course.

You will note the headline says "Happy New Year for 1938, 1939 and 1940". That's an old Scotch joke, but it has a double meaning when you apply it to your advertising schedule. It means that you pay less for each listener when you specify the stations at the ends of the dial, and we have surveys to prove it. It also means that once you have become acquainted with BBC results in 1938 you'll have us up at the top of your schedule for a good many years to come. We base that statement on the extremely low mortality rate among present BBC advertisers.

Make 1938 a happy New Year and a prosperous one. You can do it if you will give us or our representatives a few moments to tell you about BBC's guaranteed available time at peak times during the day and evening. You can make 1938 a profitable one in the Buffalo and Western New York market with BBC on your schedule. It isn't too early to get the information now.

WGR-WKBW

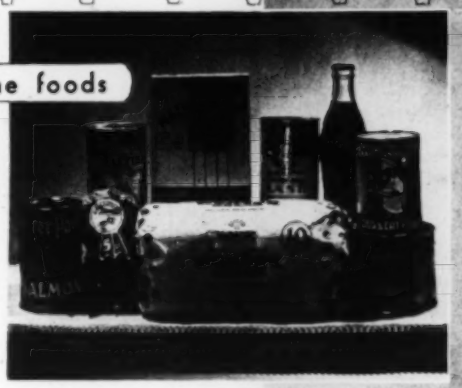
"The ends of the dial"

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, *Represented by FREE & PETERS, Inc.*

XUM

KNX fills Southern California pantry shelves

with these fine foods



advertised now on KNX

Leading American manufacturers of food products have chosen KNX to help sell their wares in the rich Southern California market. Shown here are only those foods and beverages which are currently advertised on KNX. And when they are advertised on KNX it means they are also being *featured* in hundreds of grocery stores and super-markets throughout Southern California, for wise storekeepers in this territory like to push KNX-advertised items. They *know* these products move quickly.

and these fine foods

also currently on KNX

In KNX's primary *daytime* listening area live 3,322,600 people. Annually they buy $303,617,000 worth of food products from 14,461 food stores . . . In KNX's primary *evening* listening area are many more people; 7,069,700 in all. The U.S. Census figures say their annual food purchases amount to $571,231,000 . . . That's a whale of an appetite, and it's growing every year. May we explain how to get your product on more Southern California pantry shelves?

● Equally impressive is the array of soaps and cleansers, drugs and cosmetics, tobacco products and confections, advertised on KNX. Revised lists of all advertised items are sent regularly by KNX to the drug and grocery trade. Would you care to have a copy?

Owned and operated by the Columbia Broadcasting System
5939 Sunset Blvd., Los Angeles

K · N · X
50,000 WATTS

Represented nationally by
RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

XUM

"Give, Bossy, give!"

TO get results out of radio you've got to know how to *make it work!*

All rolled together, the radio and advertising experience of our staff totals 140 years. We know the whys and wherefores of almost every big success and every big flop in the industry. We'd like to share this information with *you.*

No, the word "Consultants" isn't written across our doors.

But we like nothing better than to do just that kind of work, with anybody who's trying to go places in radio. Whether you are an advertiser or an agency man, please don't hesitate to ask us for any dope that will help you in any way whatsoever.

And please be assured that your inquiry will *not* bring a swarm of us buzzing around your ears!

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WNOX	[illegible]
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KMED	Medford, Ore.
KOIN-KALE	Portland
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	110 E. 42nd St.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Lexington 2-8660	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 10 WASHINGTON, D. C., NOVEMBER 15, 1937 $3.00 A YEAR—15c A COPY

McNinch Places FCC in a Glass House

By SOL TAISHOFF

Chairman Revises Regulations to Guarantee Impartial, Non-Political Handling of All Commission Affairs

ELIMINATION of the last semblance of "politics" in the conduct of the FCC was decreed by the Commission Nov. 10 in adopting orders proposed by its emergency chairman Frank R. McNinch, radically changing the procedure in handling of affairs of that agency.

Announced at a press conference Nov. 11, the new orders take effect with the abolition of the division form of FCC operation, effective Nov. 15. Revision of general rules and the promulgation of new regulatory policies were left for the future. The FCC henceforth will be a "glass house" operation, Mr. McNinch promised.

Under the orders [published in full text on page 57] any communications from public officials, whether they be Cabinet members, Senators, Representatives or others in public life, will be disregarded in the consideration of applications for new or improved facilities, Chairman McNinch announced. Weekly notices to public officials on all pending matters will be sent out, showing the status of each application, and such officials will be invited to present any relevant testimony they desire at the time of hearing.

Modification of Rules

The second order specifies that the FCC secretary make a record of all communications received by the Commission or members of its staff relating to the merits of any application pending before it, showing the name and address of the person making the statement together with substance of the communication. This record will be public and the parties so contacting the Commission will be invited to the hearing to testify.

The first step toward the impending full-scale reorganization was effected by the simple expedient of modifying existing rules so as to eliminate any provision for "division" operation. Thus, the Broadcast, Telephone and Telegraph Divisions of the Commission pass out of existence as of midnight Nov. 15, with all business thereafter to be handled by the full Commission.

Chairman McNinch stated that all unfinished business of the divisions will be considered by the full Commission as if originally commenced before it. Oral arguments heretofore set for hearing before any of the divisions will be heard by the full membership. Reargument of cases which may have been argued before individual divisions, but which have not yet been decided, also will be allowed and fitted into the new oral argument schedule.

Just how the newly-constituted Commission will function in handling individual cases has not yet been determined but probably will be decided within a week or so. Chairman McNinch indicated there might be two regular meetings a week for the consideration of pending applications—one for broadcasting and the second to cover telephone and telegraph matters combined, instead of three separate meetings as heretofore. Because the work entailed by broadcasting is much heavier than that of either telephone or telegraph, which fall in the public utility category, it might be necessary to hold the broadcast sessions for one full day or possibly two days.

Whether the chairman will assign cases to individual commissioners has not been decided. The law specifies that the Commission shall delegate its functions as it sees fit and is not entirely clear as to the authority of the chairman in such matters. The effort will be made, however, the chairman asserted, to delegate miscellaneous matters in the best practical way so that the Commission itself will be relieved of detail and be in a position to "get down to constructive thinking and policy making" and to the consideration of more important cases.

He asserted there would be no recommendations sent to the special session of Congress for amendment of the law or for delegation of additional powers to the Commission. Whatever recommendations the Commission may have in mind will be submitted to the regular session of Congress which convenes in January.

Discussing the orders designed to end political suasion, Chairman McNinch declared that from various sources he had gathered the impression that there had developed the practice of "making suggestions, requests or recommendations to members of the Commission or its staff as to matters pending by those not of record as parties in interest, and also by parties in interest, or their attorneys."

"This has been the basis for a part of the criticism as to political or outside influence aimed at the Commission, and I think it should be said, in all fairness, that whatever may have been the responsibility of the Commission and staff in this respect, such responsibility also rests in part upon any who may have made such suggestions to or requests of any commissioner or staff member," he said.

Frontal Attack on Politics

The new procedural orders obviously are in the nature of a frontal attack on politics in FCC actions. Throwing open of hearings to all parties, including plain citizens who can make a proper showing of interest, similarly must be regarded as a move to deflate reports which have been current that a lawyer, and more specifically the "right lawyer" is necessary to get even routine things accomplished at the FCC.

A recent instance, in which a CIO official protested the action of an examiner in precluding testimony regarding an applicant under CIO attack because of a situation involving ship operators, also appears to take on a significant aspect under the new orders. Such an organization, for example, unquestionably will be in a position to offer testimony, whether or not it proves relevant or competent in the final analysis, under the re-

(Continued on page 52)

Special Congress Faces Group Of 50 Bills Affecting Industry

SOME 50 legislative proposals affecting radio await the special session of Congress which convenes Nov. 15 after a three-month adjournment, but probably will not receive consideration until the regular session convenes in January.

Called by President Roosevelt to consider legislation he regards of an emergency nature, the new Congress is expected to plunge into such matters as wages and hours, farm legislation and government reorganization. At this writing it probably will have little time to devote to legislations considered in the routine category, and all of the radio proposals appear to fall in that classification.

The special session may run beyond the end of the year and into the second session of the 75th Congress. All of the bills introduced in the last session hold over for both the special and the new session, and can be considered at the will of the Houses before which they pend.

Recommendations for amendment of the Communications Act of 1934 and for other legislation probably will be made by the FCC to Congress. They will not be forthcoming, however, until January when the new Congress convenes. At this time it is problematical as to what these recommendations will encompass.

During the eight months of the last Congress there was more oratory on the subject of radio than in any past Congress. The loudest note was for an investigation of all things radio, including the FCC, alleged monopoly, so-called "trafficking" in station licenses, newspaper ownership of stations, reverberations about radio "lobbies", and a host of other allegations which have gone unanswered. There were speeches upbraiding radio and its proprietors and its regulators. There was not a single speech in its defense.

Things Have Happened

Most substantial of a dozen or some resolutions seeking an investigation was the White Resolution, offered by the Republican Senator from Maine with the endorsement of Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, charged with radio legislation. All-inclusive in its scope, this measure was reported favorably by the Senate Committee, but was stopped when the Senate Committee on Audit & Control failed to approve a proposed $25,000 appropriation to defray the initial cost.

When the last session ended, both Senators White and Wheeler stated they would pursue their re-

(Continued on page 62)

XUM

Bank Association Offers Disc Series to Members

ABOUT 200 stations may be used for a series of 52 WBS transcriptions being offered to members of the American Bankers Association, New York, for local placement. The series, to start around Jan. 1, is titled *Money Matters* and the quarter-hour programs consist of light classical music and dramatizations of financial problems, with Howard Claney as m.c. The association is urging cooperative use of the programs by clearing house associations and other banking groups, regardless of membership in the ABA.

Before starting work on the plan, the association made a two-year study, sending questionnaires to banks in every city where a radio station is located. Use of radio was eventually decided upon because the survey revealed a belief among the bankers that it is best fitted to dramatize and humanize banking services and reaches groups not accessible through other media.

Air Conditioning Spots

CHICAGO ENGINEERING Works, Chicago (air conditioning courses), started two 15-minute programs weekly on KMOX, St. Louis, Nov. 15 and a weekly quarter-hour program on 24 stations of the Don Lee network on Nov. 10. Five-minute programs are being used on WESG WGY WFBL WGR WHO WOW KMA KOA WMCA KFRC KTFI KLO KDYL. Weekly quarter-hour programs are being used on WJR WTAM KSD WLW WMAQ WDAF WOR WBZ-WBZA WCAU. In Canada weekly five-minute programs are being used on CFCN CFRN CKY CJCX CHNX CKCL CKCF CFNB CFCY. The transcribed show *Modern Miracles* is incorporated in all programs. James R. L. Lunke & Associates, Chicago, is the agency.

Sun-Kist in East

CALIFORNIA Fruit Growers Exchange, Los Angeles, which has used spot radio on occasion, on Nov. 22 starts a 26-week early morning campaign using a half-hour transcription serial on 11 eastern stations to call consumer attention to its Sun-Kist oranges and lemons. Series, to be heard Monday through Saturday, is titled *Sun-Kist Time*, and is basically a musical show, with Ken Carpenter and Bill Goodwin as commentators. Stations are WFBR, WEEI, WOR, WCAU, WKBW, WGN, WCKY, WHK, CKLW, WCAE and KWK. Agency is Lord & Thomas, Los Angeles. Don Belding is agency executive in charge of the account. James Fonda supervised production.

Zanol in Two Cities

ZANOL PRODUCTS Co., Cincinnati (Zanol products), which recently placed its business with Presba, Fellers & Presba Inc., Chicago, started early morning programs on WLW and WLS Nov. 2. *Prairie Ramblers & Curly* is being sponsored over WLS at 6:30-6:45 a. m. (CT) daily except Sunday with the *Top of the Morning Gang* sponsored on WLW at 6:15-6:30 a. m. (ET) Tuesday, Thursday and Saturday.

THREE YOUNGEST ANNOUNCERS

FROM KNX, Hollywood, the land of the "unusual", comes claim for the youngest news commentator honors. This station submits not one, but three, everyone of whom admits to only 21 years of age and can prove it. They are (left to right), Richard Joy, Maurie Webster and Ken Craig. Webster is the veteran of the trio, having started seven years ago as announcer on KVI, Tacoma. The trio conducts the KNX *Sun-Up News*, sponsored daily at 7:45 a. m., by Goodyear Tire & Rubber Co., and also the 1:30 p. m. edition of the KNX *Newspaper of the Air* program.

KNX predicts that one or more of its contemporaries will submit photographs of commentators clothed in rompers or diapers in an effort to wrest the title from Hollywood, but assures BROADCASTING that all three commentators are regular members of the station's staff, assigned to the programs named. [For other entries in what seems to have developed into a "Youngest announcer contest" see page 28].

440 For Students

SIX days a week WJAS, Pittsburgh, broadcasts the standard A tone of 440 cycles per second for the benefit of music students wishing to tune their instruments. The tone is broadcast at 4 p. m. Mondays through Fridays and at 11 a. m. Saturdays. It has less than 3% content of harmonics or overtones, to aid in exact tuning.

Bulova Increases

BULOVA WATCH Co., New York, has set its schedule of time signals for 1938, increasing its expenditures about 50% over last year and adding many more stations. Stations to be used total about 140. On the nine CBS-owned stations Bulova announcements will be heard at a rate of 10 a day, or 3,650 in a year. All contracts are effective Jan. 1. Agency is the Biow Co., New York, Miss Reggie Schuebel, account executive.

Magazine Series

AMERICAN Poultry Journal, Chicago, is using daily spot announcements on WNEW, New York; WAAB, Boston; WIP, Philadelphia; WAAF, Chicago. Campaign, which is part of a circulation drive, started in October for 39 weeks through Schillin Adv. Corp., N. Y.

NBC Adds 2 in Canada

TWO Canadian stations, CBM and CBF, became affiliated with NBC Nov. 14, according to an announcement by Lenox R. Lohr, president of NBC, to make available NBC service for both French and English speaking Canadians of Quebec. CBM is owned by the Canadian Broadcasting Corporation and operates on a frequency of 1050 kc. with 5,000 watts. CBF is a new station and is operated by CBC on 910 kc. with 50,000 watts. It will be exclusively a French-language station and its programs will be available to either the NBC-Red or NBC-Blue networks. It was also announced that CRCT, the NBC affiliate in Toronto, will change its call letters during the next few weeks to CBL and that its power will be increased from 5,000 to 50,000 watts.

CBS in Minnnesota

TWO Minnesota stations—WMFG, Hibbing, and WHLB, Virginia—joined CBS on Oct. 31. They are sold only in conjunction with KDAL, CBS outlet in Duluth, at a combination rate of $150. KDAL's rate is $125. Both WMFG and WHLB operate with 250 watts daytime and 100 watts night, WMFG on 1210 kc. and WHLB on 1370 kc. Both stations are owned by Head of the Lakes Broadcasting Co., which also owns WEBC, NBC outlet in Duluth, and are hooked up as a regional network known as the Arrowhead Network.

Roosevelt on Discs

THE current affairs and international events series titled *As I See It* by Elliott Roosevelt, vice-president of Hearst Radio Inc. and son of the President, slated for national release soon by an unnamed sponsor, will also be transcribed and made available for sponsorship in Canada, Australia and other English speaking countries, according to Irving Fogel, head of Irving Fogel Radio Productions, Hollywood, handling arrangements. Concern has sold the Australian and New Zealand right to 130 transcribed quarter-hour episodes of *Charlie Chan*, adventure serial, to Broadcasting Service Assn. Ltd., Sydney. Sale was made through its American representative, Ralph L. Power, Los Angeles. The series is currently on United States stations under sponsorship of Stokeley Bros. & Co. (Van Camp food products).

RCA Buying Locals

CONTINUING its policy of buying local shows, RCA Mfg. Co., Camden, N. J. (RCA-Victor radios, tubes, etc.) has added two new shows to its schedule. On Nov. 11, a program featuring Larry Clinton's orchestra started on WEAF, heard each Thursday, 11-11:30 p. m. The same orchestra was presented in a new program on WJZ, New York, which started Nov. 13, 8-8:30 p. m. Guest bands will be heard on future broadcasts. Both programs may be expanded to NBC networks. Other stations being used on a spot basis for similar programs are KOA, Denver; WBZ, Boston; KGO, San Francisco; WGY, Schenectady; WRC, Washington; WMAL, Washington; KYW, Philadelphia; KDKA, Pittsburgh, and WTAM, Cleveland. All spot business is being financed equally by RCA and its local dealers, it is understood. It is being placed direct by RCA, Camden.

B-S-H Disc Studios

TWO COMPLETE transcription studios and control rooms reported to cost $25,000 will be ready by the first of the year, according to a spokesman for Blackett-Sample-Hummert Inc., Chicago. The layout will be located on the second floor at 221 N. LaSalle St., with the agency abandoning its studios on the 39th floor. New studios will be used for auditions. Whether the agency will actually make transcriptions could not be learned.

Corn-Kix Testing

GENERAL MILLS Inc., Minneapolis, has started a test campaign on WTMJ, Milwaukee, for its new dry cereal, Corn-Mix, using five quarter-hour transcriptions, titled *Love for a Day*, starring Helen Gahagan. Radio advertising in other markets is expected to get under way as soon as adequate distribution has been secured. Blackett-Sample-Hummert Inc., Chicago, is agency.

Digest to Use Spots

PROMOTIONAL campaign for the *Literary Digest* is being planned by Prins & Keifer, New York agency. Stations and program schedules will be announced shortly.

XUM

Don Higgins Quits CBS To Form Publicity Firm

DONALD A. HIGGINS, acting director of publicity for CBS, has resigned to start his own public relations service. Until a successor is appointed Luther Reid, news editor, will act as temporary head of the Department. Mr. Higgins, who was named publicity director last spring when John S. Gude was transferred to the network's station relations department as assistant to Herbert V. Akerberg, is a graduate of Kansas University. His first newspaper job was with the *Kansas City Star*, followed by six years with UP before he entered radio in the press department of NBC. Transfering to CBS, he served as news editor for more than three years before his promotion.

Mr. Higgins

Luther Reid, who succeeded Higgins as news editor last spring, began his career as a reporter for the *Washington Daily News*, later becoming city editor and news editor of that paper. After several years with AP in Washington, Reid returned to his native state of Oklahoma to serve as managing editor of several papers, returning East in 1935 as special adviser to Gen. Hugh S. Johnson. He joined CBS in the fall of 1936.

First Dividend Declared On Its Common by RCA

DECLARING its first dividend in history on its outstanding common stock, amounting to 20 cents per share payable Dec. 21, together with a dividend of $31.25 a share on old preferred B stock and the regular quarterly of 87½ cents a share on new convertible preferred, RCA on Nov. 6 disclosed its earning statement for the third quarter of 1937 and for the first nine months of this year.

Gross operating revenues of RCA and its subsidiaries, including NBC, aggregated $30,279,802 for the third quarter compared to $25,345,735 for the same period of last year, an increase of $4,934,067. Net income after all charges was $1,951,726.

Gross operating revenues for the first nine months of this year totaled $83,447,424, compared to $69,727,836 in the corresponding nine months of last year, an increase of $13,719,588. Net income for the first nine months after all expenses and charges was $6,599,111.

Pate Heads KNOW

JAMES W. PATE has been appointed manager of KNOW, Austin, in addition to his duties as manager of WACO, Waco, and will divide his time between these two Hearst stations. R. E. Glasgow, of the WACO staff, has been appointed assistant manager of that station. On Nov. 9 KNOW was granted a construction permit to install new equipment and to change its vertical radiator and was also given the right to increase its daytime power from 100 to 250 watts. The WACO application for a similar power increase will be heard by the FCC on Nov. 30.

Less Political Time on Air This Fall Causes Dip in Revenues of Networks

POLITICAL business last year is cited as the reason national networks reported lower billings for the month of October, 1937, than for the same month last year. Total time sales of NBC, CBS and MBS for October, 1937, were $6,110,192, a loss of 9.1% from billings for the same month a year ago. For the year to date, however, these nationwide radio networks still show incomes well ahead of those for the first ten months of last year, with a 1937 cumulative total of $56,475,997 as compared with last year's $47,362,200, an increase of 19.2%.

Considered individually, NBC-Red had an October income of $2,222,803, a loss of 8.1% from the month a year ago. NBC-Blue reported $1,116,936, a loss of 12.7%. CBS showed the highest income for the month, $2,564,259, but even that was less than last year's by 6.9%. Mutual's $206,194 was 14.7% less than October, 1936.

Individual cumulative figures for the year, January through October, show NBC's combined networks totaling $31,630,854, an increase of 15.4% over the $27,496,632 for the ten months' period in 1936. CBS total of $23,339,801 beats last year's figure of $18,304,878 by 27.5%. MBS shows a slight loss for the year to date, its 1937 billings of $1,505,342 being 3.5% below those for the same period of last year.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,920	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
Oct.	2,222,803	—8.1	2,417,743
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug.	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
Oct.	1,116,936	—12.7	1,278,746
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,755
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
Oct.	2,564,259	—6.9	2,754,808
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919
Oct.	206,194	—14.7	271,629

CBS Income Report

GROSS income of CBS and its subsidiary companies from sales during the 39 weeks ending last Oct. 2 amounted to $24,926,420 compared to $18,898,721 for the same period of 1936, according to the consolidated income statement of the network sent to stockholders early in November. Net profit after taxes and all charges amounted to $3,053,416 during the nine-month period of 1937, compared to $2,451,740 for the same period of 1936.

CLEVELAND STUNT
WHK-WCLE Start Celebrity Picking Contest

WHK and WCLE, Cleveland, have started a promotion campaign using advertisements in all three local newspapers and spots on both stations to promote a secret celebrities contest, with $1,000 in cash to be awarded Christmas to listeners who identify 61 prominent Clevelanders who broadcast anonymously.

Two daily broadcasts are carried, with newspaper copy listing names of 12 of the celebrities to aid contestants. Radio editors of local papers are judges, and are selecting celebrities as well. Listeners will submit letters not over 200 words long with entries, telling what broadcasting can do for Cleveland.

REAL DRAMA—Irving Reis, noted director of the CBS Drama Workshop, enjoyed some nice thrills landing a tuna. W. B. Lewis, CBS vice-president in charge of programs, snapped these shots showing Reis hooking and landing the tuna, and his final smile of victory. Reis on Jan. 2 will become a writer-director for Paramount. He is under a five-year contract to CBS, only six months of which have been completed and negotiations are under way to allow him to continue the Workshop program from Hollywood. He sails from New York Dec. 18 for Hollywood. Paramount contract, set by CBS Artists' Bureau, guarantees Mr. Reis the title of director after one year.

ASCAP Mailing Index of Numbers

Preliminary Compilation Now Covers 25,000 Numbers

THE ASCAP index of some 25,000 of the most used musical compositions currently is being distributed to broadcasting stations who have requested it, E. C. Mills, chairman of the ASCAP administrative committee, announced Nov. 10. The index shows the title of the work, names of the composer, author and publisher and the name of the society, if any, having jurisdiction over the performing rights.

It is designed for use as an aid to stations in checking copyright ownership. It also covers restricted compositions and the ASCAP plan is to keep it up-to-date by deletions and additions as they are made by members covering such restricted works.

"It is the intention of ASCAP to supplement this preliminary index as rapidly as possible with additional titles as soon as the same can be prepared, until it shall cover practically the entire field of used or usable music," Mr. Mills informed BROADCASTING. ASCAP also planned to add the names and addresses of all musical copyright owners as far as they can be ascertained.

A large production job was entailed in devising the index, Mr. Mills pointed out. More than 2,000,000 gummed sheets, containing 10 titles to the sheet and perforated so that each title may be detached and affixed to a 3 x 5 filing card have been produced. This represents the first effort ever made to assemble a complete card index of musical compositions of the type used in public performances, Mr. Mills stated. The index is being furnished gratis by ASCAP to licensed stations, and constitutes a voluntary "good will gesture upon its part toward the broadcasting industry," he said.

* * *

FINAL ratification of the new contract of the Songwriters Protective Assn., is being held up for minor changes in language, which will probably be clarified within another week. The contract has been returned from the West Coast, where it received 100% approval by SPA members there.

Rev. Smith for Fr. Coughlin

REV. GERALD L. K. SMITH, national chairman of the Committee of One Million, and former disciple of Huey Long, started Nov. 14 a series of 26 weekly broadcasts over an independent network of from 60 to 75 stations. This is practically the same network previously contracted for but dropped by Father Coughlin. The series is handled by the same agency, Albert M. Ross Inc., New York. New York outlets are WHN and WMCA. The broadcasts are officially claimed to be non-religious and non-political, but Rev. Smith, in his capacity as chairman of the committee, is definitely anti-Communist and anti-New Deal in his views.

HAVING recently secured authorization for a new 100-watt local in Couer d'Alene, Ida., to be known as KGCI, Clarence Berger and Chester Howarth have applied to the FCC for another local on 1420 kc. in Wallace, Ida.

XUM

Gen. Johnson Cut; NBC States Views

Would Have Reached Pacific Audience at Dinner Hour

BECAUSE of NBC's policy against broadcasting discussions of venereal diseases, listeners who had tuned in the Blue network at 10 p. m. on Nov. 10 to hear the regular broadcast of Gen. Hugh S. Johnson heard instead an announcement that Gen. Johnson would not be on the air that evening, followed by piano music from a standby studio. A few minutes later Gen. Johnson came to the microphone and made the following statement:

"I came to the studio tonight prepared with a speech in support of Surgeon Gen. Parran's, of the United States Public Health Service, crusade against social diseases. A few minutes before I was to go on the air, I was informed that that discussion was not in accord with the policies of the National Broadcasting Co. Thank you and good night."

NBC Explains Position

Shortly afterwards NBC issued to the press its explanation, which reads:

"Gen. Hugh S. Johnson came to the New York studios of NBC tonight prepared to present his regular sponsored program. The script he had prepared discussed in detail the ravages of social disease. It was impossible for NBC officials to reach Gen. Johnson before his arrival in the studios just before his broadcast, when he was informed that his subject was not acceptable under its policies, leaving him no time to prepare another subject.

"The policy of NBC has been established after consultation with reputable physicians, who have admitted themselves at a loss as to how to discuss the topic of social diseases before an audience composed of children, adolescents and adults. NBC is in entire sympathy with the war on social diseases, but has not yet found a way for radio to contribute to this campaign without seriously embarrassing the family group."

Gen. Johnson, who broadcasts four evenings weekly under the sponsorship of Grove Laboratories Inc., St. Louis, maker of Bromo-Quinine, said that his script was sent to the studio at 8 p. m. and that if he had been notified of the ban promptly he might have prepared a substitute script. NBC's night program department said that the script was not received until 9:20, too late to reach the General at his hotel. Lenox R. Lohr, president of NBC, was summoned from the Cornell Club, where he was making a speech, and he concurred in the decision that the script was contrary to network policy. After an amicable discussion of the situation by Mr. Lohr, Gen. Johnson and Richard A. Porter of Stack-Goble Adv. Agency, which handles the Bromo-Quinine advertising, the General made his brief statement on the air.

Pointing out that it had shown its willingness to cooperate in the fight against social disease by broadcasting a discussion of the subject by Surgeon General Parran from the *Herald-Tribune Forum* on Current Affairs, NBC said that its sole reason for prohibiting Johnson's talk was to protect its audience. The program reaches the West Coast at 7 p. m. during the dinner hour and the mountain states in early evening before the children have gone to bed and to have an unexpected discussion of syphilis and gonorrhea come booming into the family circle might have caused untold embarrassment to many listening groups, it was said. By announcing the topic in advance and by choosing an hour when the audience is chiefly adult, local stations may be able to broadcast discussions of this topic for the general good, network spokesman stated, but for a nationwide network the task is far more difficult.

In his prepared speech the General referred to syphilis and gonorrhea as Public Enemies Nos. 1 and 2, and continued, ironically enough, to list as their chief ally "the conspiracy to conceal and protect not only them but all their deadly methods."

HAVANA DELEGATES—Caught in candid poses by our photographer. At left, Andrew D. Ring, FCC assistant chief engineer for broadcasting, improves his spare time testing Cuban reception of U. S. stations. In center photo, the chief of American delegation, Commissioner T. A. M. Craven, is snapped blinking in the Hotel Sevilla-Biltmore dining room as cigarette smoke blinds his eyes. At his right are Paul Goldsborough, Aeronautical Radio Inc., and E. K. Jett, FCC acting chief engineer. Right photograph shows "action" at hotel conference; left to right: Fritz Leydorf, WLW, crystal gazing on the possibility of 5 megawatts; Louis G. Caldwell, concentrating on clear channels; Gerald C. Gross, FCC engineer; Harvey B. Otterman, State Department treaty division; Paul D. P. Spearman, registering only regional channel interest in discussion. Behind Mr. Spearman is L. F. Bockover, Western Electric Co.

Opening of Long Waves Sought By Canada at Havana Parley

Move Is Resisted as Conference Finally Goes to Work; Craven Drafted for Key Projects

Special Correspondent of BROADCASTING

HAVANA, Nov. 12—After a series of unexpected delays during the first ten days, the Inter-American Radio Conference finally has settled down to consideration of the important allocation and policy problems confronting it, with the hope of reaching an amicable settlement by the end of this month.

Having formally convened Nov. 1, the conference suffered a succession of annoying delays, some unavoidable, others not, which combined to prevent it from emerging from the mass of preliminary detail in the time expected.

A fight for opening of the long-waves, from 160 to 240 kc., for regular broadcasting instead of aviation and safety of life services, already has been precipitated by the Canadian delegation and had the tendency of delaying consideration of the regular agenda. This move was opposed by the United States and by other delegations because it runs counter to recognized allocations.

Such progress as has been made to date, it was generally agreed, has been due largely to the untiring efforts of Commissioner T. A. M. Craven, chairman of the American delegation, to persuade delegates to devote themselves to the mass of work embraced in the agenda. He is chairman of the important Technical Committee and the United States representative on the Steering Committee of the conference, composed of the heads of the 15 countries represented.

Accomplishments Thus Far

As BROADCASTING went to press, the only decisions reached, even of a tentative character, have been more or less foregone conclusions. Reached in meetings of the conference committees and subject to approval at later plenary sessions, these actions were: (1) That no changes should be made in existing allocations to services in the band 10-160 kc; (2) that the 1500-1600 kc. band should be allocated definitely to broadcasting and that the 550-1500 band should be allocated exclusively to broadcasting [it is now, theoretically, subject to limited use by mobile services under the Madrid treaty]; and (3) that certain of the resolutions, not having to do with allocations, adopted at the Inter-American Technical Aviation Conference at Lima, Peru, last September, be approved.

Except in a general way, the proposals and claims that will be made to the conference by the various countries are not yet known. Prior to the opening, Canada had informally proposed that the 160-240 kc. band and the frequency 540 kc., just below the regular broadcast band, be allocated to broadcasting. It is obvious from statements made by representatives at committee meetings that Canada will advocate those proposals vigorously, but it unquestionably will encounter stiff opposition from the United States government departments because the Lima Conference definitely agreed that these frequencies should be used for aids to air navigation.

Whether Canada seriously desires the allocation of 160-240 kc. to broadcasting, or is merely making the proposal for strategic purposes in order to lay a basis for more extensive claims in the standard broadcast band is of course conjectural. There was prevalent rumor, however, that Canada's demands will be for 10 frequencies—eight in class A, which would mean use of unlimited power and entirely clear in the Continent; two in Class B, which would be in the nature of continentally duplicated clears; and enough in Class C, or 50 kw. duplicated channels, so as to accommodate a total of 15 high power stations. This would mean an increase of one clear channel for Canada over what she now claims on the basis of her existing assignments. She is already using 540 kc. and is duplicating on 1050 and 1100 kc., both of which are otherwise clear channels assigned to this country.

Bands Above 6000 Kc.

Very few other proposals having directly to do with broadcasting are yet formally before the conference, and those that have been circulated to date have to do with the allocation of bands above 1600 kc., either for use in the tropical countries or for international broadcasting. Brazil, for example, has made elaborate proposals calling for allocations of bands ranging from 2,000 to 9,000 kc. to broadcasting.

On the really knotty controversies affecting the standard broadcast band in North America, no specific suggestions have been made by any of the countries involved — United States, Canada, Newfoundland, Mexico, Cuba, and possibly also Haiti and Santo Domingo. Resolutions adopted at the preliminary engineering conference in March were to serve as the basis

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XUM

AFM and Network Affiliates in Accord

By BRUCE ROBERTSON

All But Minor Changes Approved, With Boycott Clause Eliminated; AFM Completes Proposed Disc License

PROGRESS on all fronts is the latest report of negotiations between the American Federation of Musicians and the various groups involved in the situation created by the union's demands on the industry for employment of a considerable number of additional musicians.

Restraint of trade objections of all interests affected by the proposed agreement of AFM and Independent Network Radio Affiliates have been eliminated, it was learned Nov. 12 as BROADCASTING went to press. The action followed several weeks discussion by IRNA attorneys with counsel for networks and transcription companies. AFM cooperated in permitting the changes and IRNA lawyers are now preparing an opinion along with letter of advice for submission about Nov. 17 to affiliate stations.

The networks are continuing their negotiations with AFM and also, for the key stations in New York, with Local 802 of the union, but have not yet come to final agreement although it is understood that the major issues have been settled. The transcription and phonograph record companies are awaiting the licenses which the union had expected to send them by the end of last week and are making no comment until they can study the AFM demands. The non-network stations are sitting tight, waiting for the union to approach them, and are gathering data for use in their negotiations.

Some Ambiguous Clauses

The Independent Radio Network Affiliates and the AFM were thought to be in complete accord on the terms of their trade agreement following a final meeting of their subcommittees on Nov. 6. Further study, however, convinced the IRNA group that the agreement still contained a few phrases which might be ambiguous to the broadcasters, so the mailing of these contracts to individual stations was held up until the requisite changes could be made and approved by the AFM. Each day it was expected that the forms would be sent out with explanatory letters to the affiliate stations, but each day saw another postponement.

Meanwhile, spokesmen for both the union and IRNA insisted there was complete agreement and that only a couple of changes in wording were necessary to complete their lengthy negotiations, but neither side would comment on the provisions of the final agreement until it had been officially released.

It is understood, however, that the union had capitulated on the most argued point and that the boycott clause had been completely removed from the agreement. This clause, which would have required the stations to agree not to supply music to any station which had not signed the AFM agreement regardless of existing contracts, was vigorously fought by the IRNA committee throughout the whole series of meetings with the AFM. They pointed out that to sign such an agreement would be placing the station in jeopardy, with the possibility of losing its license, and that even if the committee were to accept the clause few attorneys would permit the stations they represented to sign it. The elimination of this part of the agreement leaves the enforcement of the employment of musicians up to the union. However, unless the number of musicians employed and their allocation throughout the country is satisfactory, the union has the right to reject all contracts and to proceed with its threatened strike.

It was also learned that the job of allocating the $3,000,000 which the affiliate stations have agreed to spend annually for staff musicians is just about completed, with the union's approval. As soon as the form is approved each station will be notified of its allocated amount at the time it receives its copy of the standard form. The IRNA committee will also at that time send an explanatory letter to each affiliate and another letter to every broadcasting station in the country to keep the industry informed as to exactly what the affiliate group has done in its dealings with the musicians union.

At AFM headquarters it was stated that work on the licenses to be presented to the transcription and phonograph record companies was virtually completed and that the licenses would soon be in the hands of these firms. No details were divulged, except that the license forms would follow closely the 16 demands laid down by the union last summer [BROADCASTING, Aug. 15]. While the transcription committee held several meetings, no official statement was forthcoming. It was learned, however, that the transcribers were agreed that none would accept a license unless it met with the committee's approval, and that the committee would follow the example of the IRNA group and refuse to sign until the boycott clause had been eliminated.

The union position was that any worker has the right to refuse to work unless conditions of employment satisfy him, and that AFM musicians would refuse to work for recording firms which do not accept the licenses. Furthermore, the union intimated that it would not be distressed if its licenses were rejected, as without mechanical reproductions of music all stations would be much more dependent on live musicians. The union also said that the same license would be presented to both transcription companies and makers of phonograph records, although the latter group had asked to be permitted to submit it own proposals for consideration before the license is drawn up. Spokesman for the record companies said that this group is taking no action until it hears from the union.

Negotiations of AFM with the networks for a contract covering all key stations have reached the point of submission of a national agreement by the union. While the networks objected to many of its clauses they still considered it a satisfactory starting point and said they expected to reach a satisfactory agreement without much difficulty, feeling the AFM was making every effort to treat them fairly. The networks have also commenced dealings for their New York key stations with AFM Local 802 and again they report satisfac-

(*Continued on page 65*)

Petrillo Threatens Strike at NBC-Chicago

Network Seeking Removal Of Boycott Clause From Contract

By HAL TATE

IN AN INTERVIEW with BROADCASTING Nov. 10, James C. Petrillo, president of the Chicago Federation of Musicians, emphatically declared that if NBC does not sign a contract with the musician's union by Jan. 15, 1938, at which time the current contract expires, the musicians union will definitely go on strike. Although CBS in Chicago and WGN, Mutual outlet, have already signed contracts, NBC is said to have refused to do so until a boycott clause is deleted that states the network agrees not to broadcast to any station which the union declares unfair. If the clause remains, it means that any NBC network affiliate on the AFM unfair list will not be able to receive any NBC programs emanating from Chicago—either commercial or sustaining.

By signing the agreement with the Chicago Federation, both CBS and Mutual have agreed not to broadcast any programs from Chicago to any of their respective network affiliates that are "unfair". The CBS and Mutual pacts with the union were the first to be signed. Negotiations are now going on for similar network agreements in the other three key cities—New York, Los Angeles and San Francisco.

The clause in the contract over which NBC is in disagreement reads: "In case any station or stations should be declared unfair, forbidden territory, or defaulters to members of the AFM, other stations which remain fair agree not to furnish any music, either directly or indirectly, or by remote control during the period that any station or stations so declared unfair, forbidden territory, or defaulters."

Concerning the clause Petrillo said: "It has been a part of our radi agreement since the inception of radio and it was put in for the reason that if a local, large or small, should complain that Chicago orchestras were feeding programs into a station declared unfair, then the Chicago Local would be within its rights in withdrawing its services until such time as the station in question had again become fair to the Local in whose jurisdiction the dispute had arisen. We will not consent to eliminate this rule. Instead, we will continue to protect all Locals of the Federation at all times whenever it is within our power to do so."

Heart of the Agreement

Petrillo was confident that NBC would sign the agreement. As his trump card he declared he would order all remote pickups from Chicago night clubs and hotels discontinued.

Regarding the making of musical transcriptions in Chicago, at a virtual standstill all summer, Petrillo said that as soon as the transcription firms are licensed and agree not to send discs to "unfair stations", Chicago transcription firms can resume production.

In the CBS and Mutual pacts, effective for three years, union musicians will receive the highest salary and work fewer hours than any other musicians in the country. Musicians on sustaining programs currently receiving $110 weekly for six days work (five hours per day) starting Jan. 16, 1938, will receive the same amount for five days work (or 25 hours per week). Musicians on commercial programs will receive $140 for the five-day, 25-hour week. Starting Jan. 16, 1940, for a one-year period until the termination of the current agreement, musicians will receive a $10 weekly boost in salary. The minimum number of musicians required was raised from 15 to 20 but both WGN and WBBM have long since exceeded that number.

Solo engagements or accompaniments for two hours or less were increased from $18 to $25 with single engagements of two hours or less raised from $16 to $24. Six weeks' notice must be given musicians instead of four weeks as heretofore and men engaged for less than six weeks (instead of the present four) are now considered extra men and will be paid $4 extra per day in addition to the basic scale.

Petrillo has inserted a television clause, reading: stations agreeing to the following: "Whenever members play for television where they appear in sight of audience, an extra charge of $4 per day, per man, shall be made in addition to all other extra charges called in for the rules."

On Nov. 9 the Chicago Federation nominated Petrillo to head its organization for another five years starting next January.

CAMPBELL SOUP Co., Camden, will cancel its Dec. 24 program on CBS for a 105-minute show Christmas afternoon, in which *Hollywood Hotel* will be accompanied by Lionel Barrymore's annual rendition of Dickens' *Scrooge*.

Two New Stations Approved by FCC

KABR and WBNS Permitted To Boost Operating Power

TWO NEW local stations were authorized, one was raised from local to regional status and another won a power increase in grants made by the FCC Broadcast Division at its Nov. 9 session, the last regular meeting before abolition of the divisions on Nov. 15. At the same time the Division denied applications for four other new local stations in as many communities.

John W. Haigis, Republican candidate for governor of Massachusetts in 1936 and now president of the Franklin County Trust Co., Greenfield, Mass., was authorized to construct a new 250-watt daytime station on 1210 kc. in that community, Examiner Irwin being sustained. Mr. Haigis, former newspaper publisher, has long been active in local and state affairs and has been a member of both the State House of Representatives and State Senate.

Don M. Lidenton, licensed operator and radio repair man, and A. L. McCarthy, his employer, a radio and electrical dealer of Poplar Bluff, Mo., were authorized to erect a new 100-watt daytime station on 1310 kc. in that community, Examiner Tyler Berry being sustained.

KABR, Aberdeen, S. D., operating with 100 watts on 1420 kc., was authorized to shift its frequency to 1390 kc. and increase its power to 500 watts night and 1,000 day, effective Dec. 7. Examiner Hyde's recommendation was sustained.

WBNS, Columbus, O., was authorized to increase its power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 day on 1430 kc., effective Dec. 14. Examiner Irwin being sustained. It was also authorized to install new equipment, including a directional antenna.

The Broadcast Division denied the applications of Arthur H. Croghan, former manager of WDGY, Minneapolis, for a new 100-watt daytime station there on 1310 kc., sustaining Examiner Dahlberg; of Charles Porter and Edward T. Eversole, seeking 100 watts daytime on 1420 kc. in Festus, Mo., reversing Examiner Seward; of Kenneth Baker, Hartwell Gaus and V. A. Bernier for 100 watts on 1500 kc. in Kankakee, Ill., sustaining Examiner Berry; of Robert Raymond McCulla for 100 watts daytime on 1500 kc. in Oak Park, Ill., sustaining Examiner Berry.

WHOM, Jersey City, was denied authority to increase its day power to 1,000 watts, and General Electric Co. was authorized to construct a new international broadcasting station, using 20,000 watts on 9530 and 15530 kc., near Belmont, Cal.

WOMI Getting Ready

WITH Lyell L. Ludwig as manager, the new WOMI, Owensboro, Ky., 100-watter on 1500 kc. authorized by the FCC last June, is scheduled to get into operation the first week in December, according to Lawrence W. Hager, president of Owensboro Broadcasting Co. Inc. and publisher of the *Owensboro Messenger* and *Inquirer*. RCA equipment with a 180-foot Truscon tower are now being installed, and NBC Thesaurus has been ordered.

WLW-WSAI CHIEF — James D. Shouse, who on Nov. 15 becomes vice president of the Crosley Radio Corp., in charge of its stations WLW, WSAI and W8XAL, succeeding William S. Hedges, now NBC director of station relations. Mr. Shouse relinquished general management of KMOX, St. Louis, to accept the new post.

Crosley Improving Present Facilities

MODERNIZATION of the plant studio and office facilities of WLW and WSAI, Cincinnati, was announced Nov. 5, pending construction of the new Crosley broadcasting building, which has been delayed temporarily.

Already in progress, the work probably will be completed by Dec. 1 or shortly thereafter, it was announced. Engineering difficulties, the announcement stated, have made necessary the temporary delay in the construction of the new Crosley broadcasting building, plans for which were announced several months ago. Because of this interruption, it was stated, immediate improvements are being made in the present broadcasting department.

Three New Studios

The improvements are being carried out under the direction of Powel Crosley Jr., president of Crosley Radio Corp. The changes include three new studios and a number of offices to be constructed in the main Crosley building, along with a new artists' lounge. Technical equipment of present studios is being replaced with the most modern available, it was stated.

The first step was the modernization of the WLW 500,000-watt transmitter at Mason, O. Work there already has progressed to the point where visitors are again being conducted on sightseeing trips. For several months, during the installation of new equipment, it was closed to the public as a safety measure.

Auxiliary studios and offices of the two stations maintained in the Union Central Annex in downtown Cincinnati during the last two years will be dispensed with when the expansion at the main plant is completed. Several new buildings for the Crosley manufacturing division have been completed, and sufficient space has been made available there to accommodate the broadcasting division.

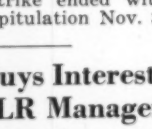
RADIO AVAILABLE
To Wilkes-Barre Reporters In Guild Strike

WHEN the Newspaper Guild, CIO affiliate, declared a strike for closed shop, higher wages and better working conditions Nov. 2, forcing a shutdown of the *Wilkes-Barre* (Pa.) *Record* for six days, members of the Guild immediately bought time to tell their story to the people of their community. Joe Walsh, of the *Record* city staff, became "Voice of the Guild" over WBAX and WBRE, which on Nov. 7 tied together to carry his broadcast.

More than that, the *Record* reporters during the six-day strike proffered their services to WBAX as local reporters since the station had been shut off from its source of local news, which was the *Record*. They cooperated fully with radio not only because it made time available to them but because the local newspapers refused to carry paid advertisements telling their side of the story. The strike ended with the publisher's capitulation Nov. 8.

Woodyard Buys Interest, Will Be WALR Manager

CLOSE on the heels of the acquisition of 50% interest in WALR, Zanesville, O., by Frazier Reams, Toledo attorney, Ronald B. Woodyard, assistant to James C. Hanrahan, vice-president of Scripps-Howard Radio Inc., announced on Nov. 5 that he had purchased a substantial interest in that station from Mr. Reams, subject to FCC approval. Mr. Woodyard plans to leave Scripps-Howard Nov. 15 to take over active management of the station, leaving WCPO, Cincinnati, where he has been employed. Previously he was assistant general manager of KSOO, Sioux Falls, S. D., and before that he was sales representative for the Iowa Broadcasting System.



Mr. Woodyard

Mr. Reams was disclosed as 50% owner of WALR, a 100-watter on 1210 kc., with the filing of an application for a license renewal with the FCC. He also holds a construction permit for a new 100-watt daytime station on 1200 kc. in Toledo. Owner of the other half of WALR is E. B. Graham, an attorney. Formerly Mr. Graham owned 30.4% of the stock, with Gladys Weimer of Akron owning 22%. S. W. Townsend of Akron 22.4% and J. E. Henry of Detroit 22.4%.

WLAW Starts Dec. 12

THE new WLAW, 1,000-watt daytime station on 680 kc. at Lawrence, Mass., which the FCC authorized for construction last July, will go on the air on or about Dec. 12, according to A. H. Rogers, president of Hildreth & Rogers Co., publisher of the *Lawrence Eagle* and *Tribune*, which holds the construction permit. Its manager will be Irving E. Rogers, with David M. Kimel as commercial manager. Stanley N. Schultz as program director and George R. Luckey as chief engineer. RCA transmitter equipment and a 300-foot Lehigh tower are being installed.

Continental Drops Suit, Clearing Way for WOL To Take Regional Status

CULMINATING a two-year battle for regional status, WOL, Washington 100-watter, is proceeding with plans to install a 1,000-watt transmitter for full-time operation on 1230 kc. An appeal from the last FCC decision granting it the improved facilities filed by Continental Radio Corp., Scripps-Howard radio subsidiary, was withdrawn from the U. S. Court of Appeals for the District of Columbia on Nov. 5, thus clearing the way for the construction.

William B. Dolph, WOL manager, asserted Nov. 8 that WOL planned to install the new transmitter as soon as possible, and hoped to be on the air as a regional within three months. A Western Electric transmitter and two 230-foot Blaw-Knox self-supporting radiators will be installed at a location adjacent to Washington, the site for which already has been approved. The station recently removed to new studios.

The WOL application was filed in January, 1936, and granted in September of the same year. Motions for reconsideration and rehearing resulted in successive postponements until the Continental appeal was filed in February of this year. Continental is an applicant for a local station in Washington, and claimed that it had not been accorded a hearing competitive with that of WOL's.

An outlet of Mutual, WOL now operates on 1310 kc. It is owned by American Broadcasting Co., of which LeRoy Mark is president and principal owner. Mr. Dolph has been manager of the station for the last two years.

Kandi-Bone Discs

KANDI-BONE Inc., New York (dog confection), plans sponsorship of a women's program, to start early in December. Quarter-hour transcriptions will be placed on a number of stations in the East with expansion through the Midwest and West to follow as distribution is completed. According to Erwin M. Frey, publicity counsel for the company, national distribution and subsequent national radio coverage will be completed by February. Advertising is placed direct.

Tex-Sun Recordings

TEX-SUN GRAPEFRUIT Co., in the Rio Grande Valley of Texas, has recently contracted with the Butler Recording Studios, Dallas, for 117 transcribed spot dramatizations, advertising "America's Sweetest Grapefruit". Spots will be placed on key radio stations in the North and Midwest around Nov. 20, Gordon Butler, manager of Butler Recording Studios, has announced. Agency is Leche & Leche Adv. Inc., Dallas.

Tetley Tea Places

JOS. TETLEY & Co., New York (tea), has inaugurated a quarter-hour series, *Stella Dallas*, on WEAF, New York, Mondays through Fridays. Other stations may be added. Blackett-Sample-Hummert Inc., New York, is agency.

Nelson's Tidal Wave of Air Waves

Business of Furniture House Skyrockets Through Radio

By IRVING ROCKLIN and ARTHUR A. KOHN
Selviair Broadcasting System, Chicago

Mr. Kohn

Mr. Rocklin

WHEN speaking of radio success in the retail field there are probably few stores that can surpass the record of Nelson Bros. Furniture Warehouse Inc. in Chicago. It was in May 1932, when Nelson Bros. was just a small 25-foot-front store located on the far south side of Chicago, that the co-owners, Herman and Abe Blender, decided to take a chance and spend a little money on radio advertising. A budget of $50 per week was set aside for radio and a quarter-hour recorded morning program, seven days a week, was begun on WEDC.

Today Nelson Bros. spends over $150,000 annually on radio on 12 Chicago metropolitan stations. Instead of the little single small store of 1932, Nelson Bros. today has two giant warehouses in Chicago, on May 1 opened a third store in Milwaukee and now has a fourth in Peoria. And just to show the tremendous power of radio advertising one of the south side stores is located accross the street from a cemetery, there are no retail stores around for blocks, and yet the crowds continue to flock in day after day!

All this has been accomplished without the use of any premiums or free gifts. The secret of Nelson Bros. success, if it may be called a secret, is simply due to the firm's policy of offering good merchandise at reasonable prices and telling the radio listeners about it.

They Learned About Radio

During the five years the furniture firm has been on the air it has naturally found out many interesting facts concerning radio advertising for retailers. For instance, finding that evening time is not as good a "buy" as day time programs for their particular needs, Nelson Bros. today does no advertising after 6:30 p. m. The firm begins as early as 7:15 in the morning and continues on various stations throughout the day.

The firm has also learned that commercial copy is most effective when impressed on the listeners over a long period of time. As a result copy is changed very infrequently, with the same commercials sometimes used without change for two-month periods.

Nelson Bros. checks all programs carefully and finds that their sales each month as a result of their ether advertising are larger than the preceding month! For Nelson there is no such thing as a furniture season with the result that all contracts are for 52-week periods. And of interest to advertisers who go off the air during the "slow" season is the fact that Nelson Bros. spends most of its annual advertising appropriation for radio during July and December—the so-called "death months" for furniture dealers.

Although recordings were used almost exclusively in all programs when Nelson Bros. first went on the air, today practically all of programs are live talent. The store goes in heavily for novelty programs and was the first in Chicago to put on *Bureau of Missing Persons show*. Other novelty programs sponsored by Nelson's include a *Man-on-the-Street* show, *The Tenth Inning* (a program direct from the ball park immediately following the broadcast of the game), and the *Grand Old Opry House*, featuring old-time "melodramas".

Nelson Bros. is really radio minded having repeatedly tried newspaper advertising and found it not nearly as effective as radio. Today it seldom uses black and white space. A good example of just how effective is their radio advertising is shown by the fact that though only stations in metropolitan Chicago are used, cars are often lined up in front of Nelson Bros. stores from a half-dozen neighboring states. Especially is this true on Sundays. Numerous customers have written in saying they would like to shop on Sunday, so Nelson's keep open till 5 p. m. that day, and license plates from Wisconsin, Indiana, Michigan, Iowa and Ohio can be seen on the customers' cars parked in front of Nelson's stores.

Old WIBO Site Bought

In the fall of 1932 the furniture firm took over the main floor of the old WIBO building located on Chicago's north side and immediately bought time on WIBO, incorporating the phrase "Look for the giant building with the radio towers on top" in commercial copy for this store.

When WIBO went off the air, Nelson's took over the entire building and hired Jerry Sullivan, veteran Chicago announcer, to handle all programs exclusively.

In 1934 Nelson's began its multi-station campaign which it has continued ever since. In addition to WEDC, time was bought on WGES, WSBC, WHFC and WCFL. It was in that year, too, that Nelson's learned just how effective their radio advertising was. Hundreds of visitors who came to Chicago at that time to see the fair visited the stores because "they wanted to see the place they had heard so much about over the radio." As a result of their successful radio advertising that year, the firm took over an entire five-story building on the south side.

In 1935 Nelson's, feeling that the time was ripe to begin using high-power stations began *The Man on the Street* program on WBBM with Pat Flanagan as announcer. This program has been on continually ever since. The same year, Nelson's started sponsorship of the *Tenth Inning* with John Harrington interviewing the fans direct from the ball park on their reaction of the day's game. Nelson's also began an extensive foreign program campaign in 1935 and contracted for Polish, Italian, Swedish and German hours over various Chicago stations. It found this particular phase of radio advertising highly successful and is still using it today with ever-increasing results.

In 1936 the radio schedule was expanded still further by adding WAAF, WJJD, WIND, and WWAE to the chain of local stations already carrying its programs. Today the furniture company is using 12 stations, WGN, WBBM, WCFL, WJJD, WAAF, WIND, WCBD, WGES, WWAE, WCRW, WTMJ, WMBD, WEMP—and using all of them with ever increasing success. Thousands of Chicagoans, and now Milwaukeeans, too, heed the admonition in all the firm's shows—"Don't buy your furniture or rugs until you get Nelson Bros. low rock-bottom prices."

Does radio advertising pay? Ask Nelson Bros. From a $50 weekly expenditure in 1932 to a current budget of $150,000 annually is certainly ample proof of the high esteem that the firm holds for radio.

ONE of the interesting retail success stories in radio is that of Nelson Bros., furniture and drug firm in Chicago. In 1932, it started a recorded program on one station. Today, it is using 12 stations in metropolitan Chicago. In 1932, one little 25-foot-front store; today, two giant warehouses in Chicago and another in Milwaukee. The story is told by Irving Rocklin and Arthur A. Kohn, heads of Selviair Broadcasting System Inc., Chicago advertising agency dealing in radio exclusively, which has had the Nelson Bros. account since its first trial of the broadcast medium back in May, 1932.

Morton Salt Spots

MORTON SALT Co., Chicago has started announcements and programs on six stations on behalf of its smoked salt used in rural districts in winter for preservation of meat. Following is the schedule which started on a staggered basis: Minute announcements daily except Sunday, WLS; minute announcements, KQW, San Jose; 100-word announcements, WBT and WFAA; three quarter-hour programs weekly, WHO, quarter hour of *Grand Ole Opry* on WSM. Wade Adv. Agency, Chicago, has the account.

Advisory Councils Found Helpful in Building Good-Will

WRBL Gets Good Reaction by Fostering Local Group

By JAMES W. WOODRUFF Jr.
General Manager, WRBL, Columbus, Ga.

WITH community service looming larger and larger as a factor in adding to the utility and popularity of broadcasting, stations the country over, particularly in municipalities of moderate size, will find it advisable, because it would prove highly advantageous, to give consideration to the creation and maintenance of a Radio Council.

Mr. Woodruff

Already the Radio Council of Station WRBL, which we formed recently and on which outstanding citizens are serving as members of the first unit, has more than justified my hope that it would create additional good-will for the station.

As a continuing potent advisory agency, the personnel of the Radio Council may well be drawn from among men and women prominent in the trades, industries and professions and civic, educational, religious, charitable and philanthropic affairs in the community.

Regular Meetings

The most appropriate type of Radio Council is one which would meet monthly, either on a set or movable date, preferably at luncheon as the guests of the station. In such a gathering of about 20, the men and women of affairs who attend the luncheon meeting will frankly, in round-table discussion, present their views freely concerning past, present and future programs of the station, including new and additional service which the station can extend to further develop unity and civic pride within its coverage area.

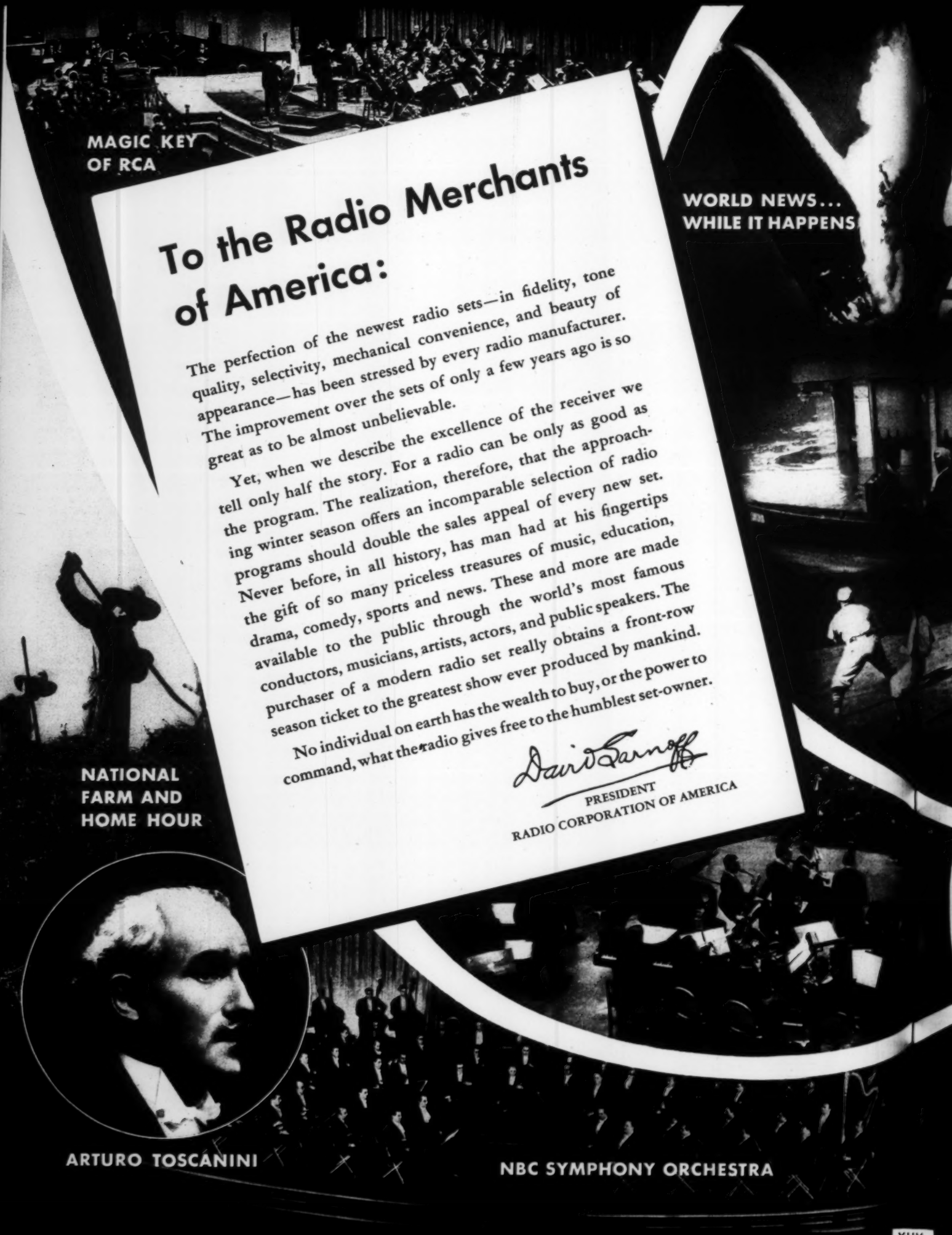
If such discussion is broadcast, it will meet with interesting audience reaction, including the offering of additional helpful suggestions by listeners to the program.

An appropriate Radio Council that can be established and maintained at small cost, will constantly keep the station in intimate touch with the best element in the community, enable station officials to meet face to face, under ideal auspices, men and women prominent in shaping community welfare, and the facilities and personnel of the station, will naturally, become better and more favorably known to those who serve on the Radio Council. The sum total of the good-will for the station which will thus be engendered is beyond purchase price.

Without any specific effort for that purpose, it is reasonably certain that the Radio Council will, in time, also produce new business for the station.

Dependent upon the population in the immediate section reached by the station, a new council may well be recruited monthly or bi-monthly. Thus the station will enjoy service during a year from as many as 250 community leaders, if the attendance is limited.

XUM



To the Radio Merchants of America:

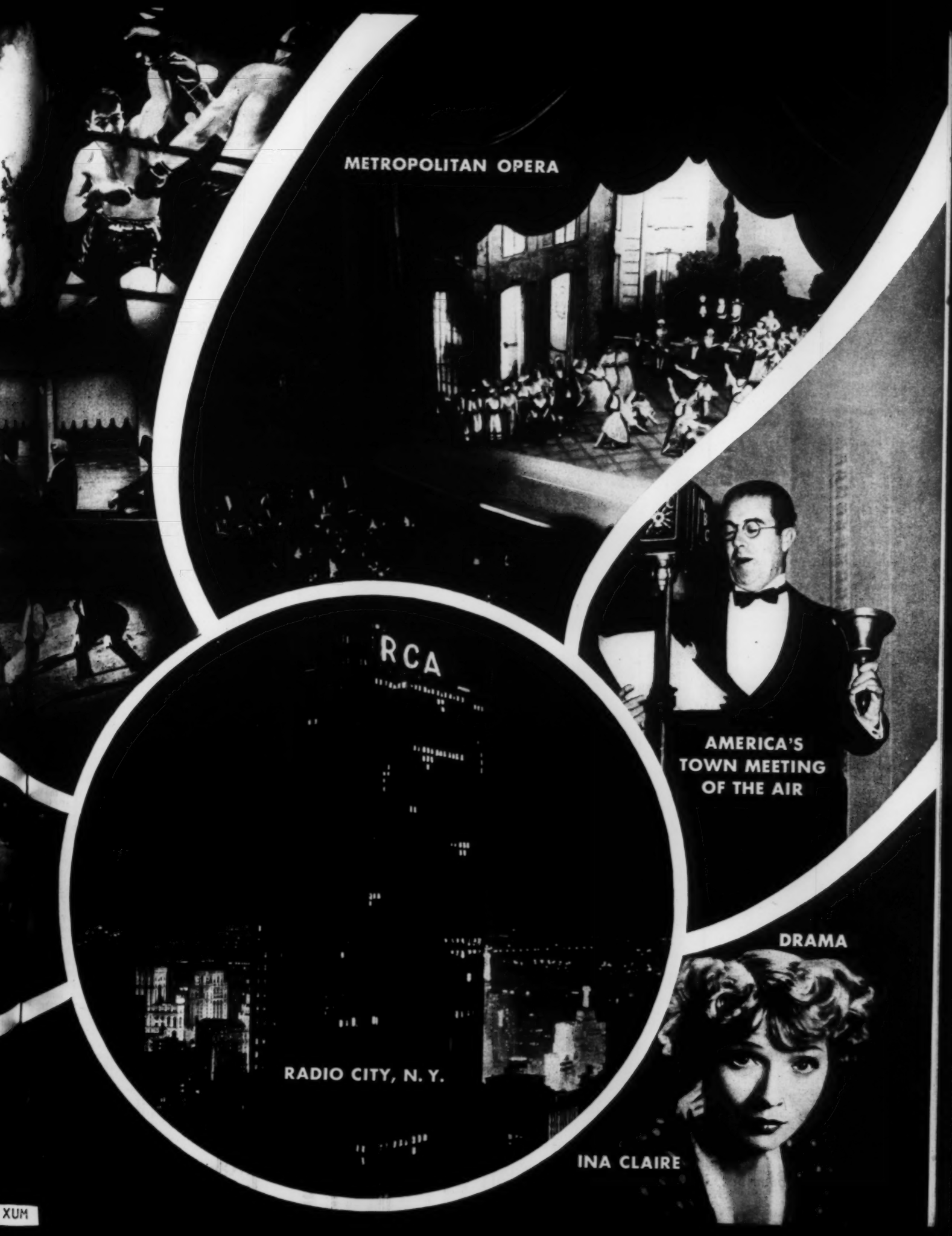
The perfection of the newest radio sets—in fidelity, tone quality, selectivity, mechanical convenience, and beauty of appearance—has been stressed by every radio manufacturer. The improvement over the sets of only a few years ago is so great as to be almost unbelievable.

Yet, when we describe the excellence of the receiver we tell only half the story. For a radio can be only as good as the program. The realization, therefore, that the approaching winter season offers an incomparable selection of radio programs should double the sales appeal of every new set. Never before, in all history, has man had at his fingertips the gift of so many priceless treasures of music, education, drama, comedy, sports and news. These and more are made available to the public through the world's most famous conductors, musicians, artists, actors, and public speakers. The purchaser of a modern radio set really obtains a front-row season ticket to the greatest show ever produced by mankind. No individual on earth has the wealth to buy, or the power to command, what the radio gives free to the humblest set-owner.

David Sarnoff

PRESIDENT
RADIO CORPORATION OF AMERICA

XUM


METROPOLITAN OPERA
RCA
AMERICA'S
TOWN MEETING
OF THE AIR
RADIO CITY, N. Y.
DRAMA
INA CLAIRE

Stations Favor Plan to Broaden NAB

Paid President, Group Organizations Are Advocated

PRACTICALLY unanimous reactions in favor of broadening the base of the NAB operations to function for all branches of the broadcasting industry, is being received by the NAB Reorganization Committee designated last month by the special convention of the association in New York.

Nearly 100 communications from stations support the proposal for reorganization, and in general espouse almost the same course of action. These proposals are being cleared through Philip G. Loucks, Washington attorney serving as counsel and advisor to the committee, whose members are drafting their ideas in preparation for the initial drafting meeting, tentatively scheduled for the end of November in Louisville or New York.

Flexibility Sought

The principal points raised in the communications from stations are: (1) That it is both desirable and necessary to strengthen the present NAB, and obtain for the industry a capable, outstanding figure, probably to become the paid president of the association (they shy from the idea of a "czar" or a "stuffed shirt"); (2) the revamped organization should be sufficiently flexible in its framework to permit departmentalization of groups having common problems, but not necessarily on a permanent basis, and (3) that the trend should be toward state and regional organizations within the NAB, with proper recognition and representation of those groups on the governing body of the NAB itself.

First of the new NAB regional groups to get together in preparation for the revision of the NAB are broadcasters in six western and northwestern states, which scheduled a meeting in Spokane Nov. 13. Broadcasters in Washington, Oregon, Idaho, Montana, Wyoming and Utah, were invited, with the preliminary arrangements made by Ed Craney, of KGIR, Butte, a member of the NAB Reorganization Committee.

The committee probably will decide within the next two or three weeks on the dates and place for the 1938 convention, at which the proposed reorganization is slated for action. It appears to be leaning toward Washington as the site, with the time in mid-February. There is some sentiment, however, for Chicago as a desirable central point.

Members of the committee, in addition to Mr. Craney and Counsel Loucks, are Edwin W. Craig, WSM, author of the resolution which resulted in its appointment; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, and Edward A. Allen, WLVA. Mark Ethridge, business manager of the Louisville *Courier-Journal* and *Times*, operating WHAS, is serving ex officio.

Mr. Loucks has hired Mrs. Bert Siebert McNary, until early this year secretary at NAB headquarters, as his assistant in handling NAB reorganization matters. She had been with the NAB for some six years, having served as secretary to Mr. Loucks during most of his tenure as managing director.

In drafting his preliminary plans for revision of the NAB constitution and by-laws to effectuate the proposed new structure, Mr. Loucks has been surveying the entire trade association field. He also has been conferring with outstanding men in trade association work and in public relations to get their reactions, as well as with many broadcasters.

Campaign for Discs

Meanwhile, the NAB had divorced the NAB Bureau of Copyrights from its regular activity, pursuant to the mandate of the special convention. James W. Baldwin, managing director, is in Havana attending the Inter-American Radio Conference, and probably will be gone several weeks. John Elmer of WCBM, NAB president is spending a day each week in Washington and is handling necessary matters by telephone from Baltimore at other times.

In the effort to make the Bureau of Copyrights transcription library, a self-sustaining venture, in compliance with the New York action, Edward J. Fitzgerald, its director, has taken to the field on a selling mission. He is most optimistic about the prospects. Twenty hours of public domain music already recorded are being offered member stations at $10 per hour, and the Bureau's project is for 100 recorded hours of tax-free music, covering some 6,000 individual compositions.

Under the resolution adopted at the extraordinary convention last month, the Reorganization Committee will submit its first report covering recommendations to all stations at least 60 days before the annual meeting. After procuring criticism, it must submit its final report by mail at least 30 days prior to the meeting. It probably will not propose in that report the name or names of personnel either for the suggested paid president or for the division posts, such as legal, labor relations, research, public relations, economics and administration.

The meeting of the Pacific Northwest broadcasters was thrown open to NAB members and non-members alike. Principal speakers scheduled included former Senator C. C. Dill, of Washington, co-author of the original Radio Act of 1927, and Alfred J. Schweppe, counsel in the Montana and Washington cases involving the ASCAP appeals from the state copyright laws. Senator Dill was to discuss 1937 problems of the broadcaster, and Mr. Schweppe was to give a resume of copyright and outline future steps broadcasters should take.

New York World-Telegram

"I can't allow myself to get excited over a touchdown. I'm trying for the radio diction prize."

The meeting was called in the Davenport Hotel, Spokane. The agenda arranged by Mr. Craney included a discussion of the AFM form of contract for hiring of union musicians by T. W. Symons Jr., KFPY and KXL, a member of the NAB board; discussion of the NAB music library by C. W. Myers, KOIN-KALE, former NAB president; the value of a state broadcasters association by Louis Wasmer, KHQ-KGA, president of the Washington State Broadcasters Association; problems of a 50,000-watter by Earl J. Glade, KSL, Salt Lake City; problems of a 100-watter by Harry Studebaker, KUJ-KRLC; radio and newspapers by W. Carey Jennings, KGW-KEX, and the NAB reorganization project by Mr. Craney.

Mr. Craney also had invited Ralph Wentworth, of Langlois & Wentworth, transcription producers, to discuss problems of that type of activity. It had been hoped too that President Elmer, Managing Director Baldwin and Mr. Loucks would address the convention, but other obligations were expected to prevent their attendance, Mr. Craney pointed out.

NAB Requests $83,000 From Stations To Help Federal Educational Project

PURSUANT to plans worked out by the Federal Government in collaboration with a group of representative broadcasters, the NAB on Nov. 5 asked all broadcasting stations to contribute a radio education fund of $83,000 which will be devoted to improvement of educational broadcasting.

With two educational foundations contributing $167,500 of an aggregate $250,000 fund, the NAB asked all 700 stations to contribute their pro-rata portion of the $83,000 fund allotted them. The latter fund will be divided into two parts—$55,000 for the first year and $28,000 for the second year of the projected plan.

Each station is asked to donate twice its highest quarter-hour rate the first year and half that amount the second year. The solicitation was made by James W. Baldwin, NAB managing director, in a letter to all stations written by direction of the NAB Board.

The projects involved were approved by the Federal Radio Education Committee of 40 members, representing the FCC, the broadcasting industry and education. A sub-committee of six drafted the plans for the projects. It is understood that the Rockefeller and the Carnegie foundations have agreed to contribute the bulk of the fund of $167,500.

The NAB, at its last regular convention in Chicago, approved a resolution favoring the contribution of $83,000 from the industry over a two-year period. The Board was instructed to devise a formula whereby the contributions of each station could be on an equitable basis.

In his letter, Mr. Baldwin pointed out that the Communications Act of 1934 carried a provision requiring the Commission to study the proposal that fixed percentages of broadcasting facilities be allotted to particular types of non-profit radio programs. The Commission, following hearings that year, made a report to Congress recommending that no fixed percentages of facilities be allocated by statute to any groups but proposed a cooperative undertaking between the two groups to improve the quality of educational programs.

As a result, the Federal Radio Education Committee was appointed by the FCC and immediately undertook the study. Work of the committee was financed by an appropriation of $27,000, of which one-half was pledged by the NAB and the balance by the National Advisory Council on Radio in Education. Of the $13,500 pledged by the NAB, NBC and CBS each contributed $5,000.

Definite Projects

Following the meeting of the general committee, a subcommittee of six was designated to devise definite projects. Members of this Committee were Dr. Levering Tyson, then executive Secretary of the National Advisory Council on Radio in Education and now president of Muhlenberg University, chairman; Frederick A. Willis, assistant to the president of CBS; John F. Royal, vice-president, NBC; Dr. W. W. Charters of Ohio State; Prof. Hadley Cantril of Yale, and Mr. Baldwin. This committee examined a number of projects which had been proposed and evolved the plan of procedure.

Following completion of this committee's report, a meeting was held with members of the Broadcast Division of the FCC and with Dr. J. W. Studebaker, U. S. Commissioner of Education and chairman of the full committee. The report in general was approved.

Together with the letter was sent a report of the Committee of Six on the projects involved. Mr. Baldwin emphasized that it should be understood that these projects might be modified.

Mr. Baldwin pointed out that the Committee of Six found that it would be advisable to engage in some ten projects which would require from two to four years to complete and which would entail the $250,000 expense. As broken down in the financial summary of the committee, it was concluded that broadcasters should spend $55,000 for the first year of the project, as against $62,500 by the foundations during that period.

The cost for the second year was estimated at $28,000 for the broadcasters and $35,000 for the foundations. The cost for the third and fourth years were estimated at $35,000 for each year by the foundations, with no expense to the broadcasters.

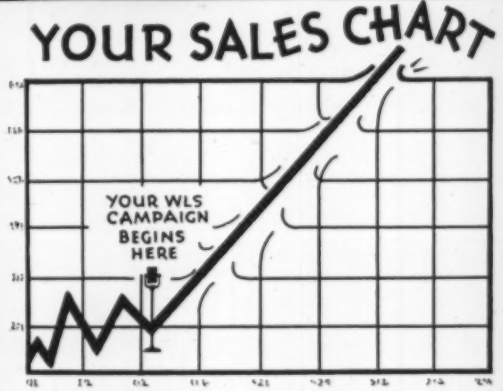
In its report, the Committee of Six held that neither educators nor broadcasters believe any proposal has yet been presented which would solve the so-called problem of educational broadcasting and that before any recommendations can be proposed inquiries must be undertaken and program experiment conducted.

XUM

Popularity . . .

Positive proof of WLS air popularity is proved by the hundreds of theatres whose attendance records are being smashed where favorite WLS radio acts are making personal appearances this season.

The millions of radio listeners who attend the theatres where these popular WLS artists are appearing also write the letters and buy the merchandise advertised on the WLS programs featuring these same popular artists.



Make sure your next radio show in the Chicago area is one that is preferred by people who purchase the merchandise you advertise—use WLS talent because they have proven personal popularity, as well as air popularity.

WLS

The Prairie Farmer Station

CHICAGO

BURRIDGE D. BUTLER, President - - GLENN SNYDER, Manager

There's a renewed opportunity to reach the vast audience of midwest and Chicago women through the WLS Homemakers' Hour and WLS Kitchen Kettle programs. An audience test brought 2,500 letters from one short announcement in October.

Historical Series Compels Store to Double Its Space

WSAI Program Raises Level Of Firm's Average Sales

FOR NEARLY nine months WSAI, Cincinnati, has broadcast a regular Sunday afternoon program called *Canal Days* under sponsorship of the local Mohawk Radio & Electric Shop. The store was established 15 years ago in that part of the Cincinnati business district which fronts on the Old Erie Canal and had provided a good, steady income for its proprietors, a German family of early settlers named Hengehold. It was in January, 1937 that "Pop" and "Ferd" Hengehold, father and son, decided to advertise and decided, moreover, to use radio.

They chose a program of historical stories about the Mohawk district, the opening of the canal and the growth of the city. So appealing to the old-timers and their children has been *Canal Days* that Mohawk Radio & Electric Shop is now enlarging its store to double capacity. In August the shop won the Norge cup for the largest sales of any dealer within 100 miles of Cincinnati and found that the average price of all refrigerators sold during the season was $180. Prior to its use of radio, the sales of the shop had been nominal in price, but today the store finds the demand for more expensive goods greater than for goods of cheaper prices.

And Sales Increased

Before *Canal Days* went on the air, the sponsor wrote its old customers and new prospects asking them to visit the store as guests at the shop's 15th anniversary. The guests were given small gifts, such as miniature Norge banks, juice extractors and glassware. Electric roasters valued at $17.50 were given with each purchase of a $59.50 washer. The radio tie-in was most effective, according to WSAI, and sales increased immediately.

A cooking school for men will be used as a promotion stunt when the new store is opened. Ray Shannon, character actor of WSAI, will direct the store's radio promotion and coordinate it with *Canal Days* which he has supervised since its inception.

Outside salesmen and both father and son now have a most productive habit of talking program with customers instead of merchandise. High pressure methods are entirely foreign to their operations.

The stage is set in an atmosphere that reflects confidence, stability and a desire to serve through supplying quality merchandise.

At the Mohawk Radio and Electric Shop most sales are closed at night when husband and wife are both present.

Wander Adds WOR

WANDER Co., Chicago (Ovaltine), sponsor of *Little Orphan Annie* on 23 NBC-Red network stations five days a week, on Nov. 1 added a transcribed version of the same show on WOR, Newark, and placed it in the spot immediately preceding the broadcast on WEAF. Agency is Blackett - Sample - Hummert Inc., Chicago.

WINNER—Of the Norge trophy in the Cincinnati district was the Mohawk Radio & Electric Shop. "Ferd" Hengehold, proprietor and son of the founder (left), and Ray Shannon, WSAI program director of *Canal Days* for the shop, are smiling about the success of the store's radio advertising.

Oklahoma Hookup

ORIGINATED and produced by KVOO, Tulsa, *Sunday Aft'noon Social*, has been sold on a two-station hookup including WKY, Oklahoma City, providing a statewide audience for the Oklahoma Tire & Supply Co., which operates a state chain of auto accessory and appliance stores. The show, a barn-dance type, has a cast of about 25 musicians, singers and comedy characters who play in makeup and full costume before a studio audience of several hundred people. Two KVOO staff artists, Trafton Robertson and Toby Nevius, write and produce the show which has been on the air for the last six months as a sustaining feature of KVOO. *Sunday Aft'noon Social* is broadcast over the two-station hookup from 5 to 5:30 p. m. each Sunday.

WWJ BALANCES

Adds New Local Series to Boost Programs

PURSUING its policy of "balanced programming", WWJ, Detroit, has set aside the 7:15-7:45 o'clock period each night, Monday through Friday, for the production of locally built programs, and this month engaged several additional staff artists following a talent search in New York by Wynn Wright, program director. Now on the WWJ staff are Eugene Conley, concert tenor recently heard on the *Metropolitan Auditions of the Air*; Jonathan Hole, recently with the "Three Men on a Horse" cast touring Australia, who will play juvenile leads in WWJ dramatics, and Georges Miquelle, first cellist of the Detroit Symphony orchestra.

The half-hour shows begin with *Causes of Crime*, dramatizing city and state efforts to combat crime, Mondays; *Voices*, trying out a new dramatic technique, Tuesdays; Mischa Kottler, WWJ Musical director, and 40-piece orchestra, with soloists, Wednesdays; *House Party*, featuring Paul Leash and WWJ dance band with instrumentalists and soloists, Thursdays; *Detroit News Radio Extra*, variety show with news oddities, Fridays.

Spots for Softkurd

M & R DIETETIC LABORATORIES Inc., Chicago producer of Softkurd, a new modified mineral milk, will soon start spots on two Chicago stations according to Russ B. Williams, radio director of Reincke - Ellis - Youngreen & Finn, Chicago agency, which recently acquired the account. Dairies in metropolitan sections are now being licensed to handle Softkurd with the possibility that radio will be used in those areas.

Television Via 90-Mile Coaxial Cable Is Demonstrated by Bell Laboratories

By ROLAND C. DAVIS

SHOWING the possibility of the coaxial cable for television transmission, a series of demonstrations in which televised motion picture films were sent between New York and Philadelphia was staged Nov. 9-12 in Philadelphia by the Bell Telephone Laboratories for a number of leading officials of the American Telephone & Telegraph Co. and Bell System companies and principal radio and broadcasting companies engaged in television development.

The demonstrations consisted of the transmission of a group of televised films explaining the operations of the coaxial cable and several regular news films, sent over the 90-mile stretch of coaxial cable between the Bell Laboratories at 463 West St., New York, to the A. T. & T. Long Lines offices in the Bourse Bldg., Philadelphia. The film television tests were reproduced on a screen 7 x 8 inches, and the sound accompaniment came over a telephone channel of the cable. The demonstration was regarded as pointing the way to eventual network television transmission.

Pointing out that the tests did not constitute the first transmission of television currents over wire, since that had been demonstrated in 1927 between New York and Washington, Dr. Frank B. Jewett, president of the Bell Laboratories, emphasized that the value of the demonstrations was the showing for the first time of "the unique and economical utilization for television of the frequency band of a long coaxial cable." Dr. Jewett said the demonstrations had developed a method for single sideband transmission, instead of using the double sideband method common to broadcasting, which utilized to the fullest extent the frequency range for which the cable was equipped.

"The double sideband method has been used in Europe for the transmission of 180-line images over coaxial cables," Dr. Jewett stated. "In that transmission each sideband occupied only about one-third of the transmission range of the cable system, amounting to the television use of the available frequency range at only 33% efficiency. In the method which has just been demonstrated at Philadelphia a single sideband is obtained by double modulation and precise filtering; and this sideband is placed to avoid the first 100 kc. of the frequency range of the cable system where transmission is unsatisfactory and the various components cannot easily be amplified. There was also introduced compensation for the different velocities of transmission of different frequency components. The result is the delivery of an essentially perfect replica of the almost infinitely complex current produced at the sending end by the scanning equipment. These are results never before obtained."

As soon as the present series of tests is completed, Dr. Jewett disclosed, the experimental 1,000,000 cycle repeaters with which the cable is now equipped and which accommodate television current sufficient for 240-line images will be replaced on a portion of the cable with experimental 2,000,000 cycle repeaters. This, he asserted, was the next orderly step in the development of equipment which will give a coaxial cable system capable of accommodating the maximum number of telephone channels that would be economical to handle on the cable and the widest band of frequencies which the best television scanning and reproducing apparatus may require. The telephone channels available under the 1,000,000 cycle repeater setup will provide 240 simultaneous telephone channels. With 2,000,000 cycle repeaters there will be 480 simultaneous telephone channels or a frequency band capable of 350-line television pictures.

Coaxial Possibilities

In explaining the demonstrations at Philadelphia, Dr. Jewett emphasized that the tests were not designed to "show improved television per se". He pointed out that "in fact the images (240 lines) were inferior in grain to those produced by the most modern television equipment (441 lines or better). This was not due to any limitation imposed by the scanning or reproducing apparatus but to the limitations imposed by the experimental terminal and repeater equipment now on the New York-Philadelphia cable. This equipment limits the top frequency of the transmitted current to approximately 1,000,000 cycles so that a 240-line picture is about the finest grain image that can be transmitted."

Explaining that the demonstrations were not the first transmissions of television image currents over wires for long distances, Dr. Jewett said the 1927 tests between New York and Washington were made over specially conditioned telephone circuits of ordinary construction. The 1927 demonstrations produced a relatively poor grade of television pictures because the scanning and reproducing equipment then was capable of only 50-line images over a frequency band of 22,500 cycles.

Bell Laboratories executives, in discussing the results of the tests, indicated their satisfaction with the demonstrations by Dr. Herbert E. Ives, Bell electro-optical research director, said there was no limit to the application of the coaxial cable system "but first we must wait for the development of television". The cable is being used constantly on its testing for telephone toll operations and the telephone clarity has been excellent.

XUM

It HAS *Happened Here**

1 Lucky Strike joins parade of big-time radio advertisers using WOR to intensify greater-New York network coverage with half-hour evening show.

2 WOR sells 34¼ hours of time to major political parties as they sally into 1937 campaign. Or 90 individual broadcasts.

3 Sixty minutes after the curtains drop on New York's first nights, WOR's listeners are given the critical low-down by the inimitable Bide Dudley.

4 WOR's 5-time a week dramatic strips hop to twelve.

5 WOR pulls plaudits from educators and social welfare organizations as it ups caliber of kid shows with addition of two new educational features: "Music for Schools" and "This Wonderful World."

6 WOR nabs Chicago Symphony for series of exclusive broadcasts.

7 WOR is used as experimental base for facsimile broadcasting, a revolutionary new radio idea.

8 WOR evening dramatic skit pulls 24,000 letters in one day, setting a new one day, one station, mail count.

9 WOR sells more than 2000 commercial hours for first 10 months of 1937.

WOR

* . . . *and all within the brief space of one month!*

XUM

Wisconsin Net Changes Name; Gets 3 Accounts

NOW carrying three accounts under one-year contracts, the recently formed Wisconsin Broadcasting System announces it has changed its name to the Wisconsin Radio Network. Hookup comprises KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette. Its president is Father James A. Wagner, of WHBY and WTAQ, Green Bay. William Forrest, WIBU, is vice-president, and A. H. Lange, KFIZ, is secretary-treasurer. Accounts being carried are the Siems Co., St. Paul (Malt-o-Wheat), daily except Sundays, 8-8:30 a. m., placed direct; Palmer Wittkopp Co., Hartland, Wis. (Pal-o-Pak insulation), Sundays, 9-9:30 a. m., through Arthur Towel Inc., Madison; Ben H. Anderson Co., Madison (Clean-Easy milking machine), Sundays, 2:15-2:30 p. m., through Arthur Towel Inc., Madison.

SACHS Quality Furniture Store, New York, on Oct. 31 celebrated its 1,000th broadcast over WOV, New York.

G-E WILL EXPEND $360,000 FOR VISUAL TEST STATIONS

PLANS TO expend $360,000 in television transmission apparatus for experimentation at three Eastern locations in the new ultra-high frequency band were revealed Nov. 2 with the filing of applications for construction permits for the stations by General Electric Co., Schenectady.

The applications seek two high-powered stations of 10,000 watts each in Albany, N. Y., and Easton, near Bridgeport, Conn. In addition two low-powered stations of 40 watts are sought at General Electric headquarters at Schenectady. In each instance the 6,000 kc. television band of 44,000 to 50,000 kc. is sought.

The applications are the first to be filed since the FCC announced its ultra-high frequency allocations Oct. 18 [BROADCASTING, Nov. 1]. They are for the lowest of the 19 channels set aside for television experimentation in the ultra-high range. Whether the applications will be designated for hearing remains to be determined.

In describing the Easton application, GE pointed out it sought powers of 10,000 watts for the video or picture signal and of 3,000 watts for the oral or voice signal. Identical powers were requested for the transmitter plant for Albany. The equipment in each case would be General Electric developmental apparatus with RCA tubes and other parts specified.

At Easton it was estimated that the transmitter cost would be $70,000 with the studios cost $50,000, and the voice transmitter cost $20,000. The same figures were given for the Albany plant. Land and buildings would cost $15,000 at Easton and $10,000 at Albany, and the antenna cost would be $40,000 at Easton and $5,000 at Albany.

For the two 40-watt stations at Schenectady, it was estimated that the transmitter cost would be $4,000 and the antenna $1,000 in each instance. No studio costs were given and the applications specified that existing facilities would be employed. Other items of expense, it was stated, would be concurrent with the expense occasioned in the development of the larger stations. Both of the 40 watt stations would be for video transmission only with no voice accompaniment.

In citing its reasons for the applications, GE stated that there was much developmental work to be done in visual broadcasting above 42,000 kc. GE, it added, desires to investigate on a "broad developmental scale the type of apparatus, method of transmission and propagation characteristics that will be necessary in order to properly disseminate television emissions."

The proposed station at Easton would be 12 miles away from Bridgeport, where General Electric manufactures practically all of the radio devices. Thus, it would be possible to have GE engineers stationed there to carry on the experiments simultaneously with those going on at Schenectady headquarters.

OUR leadership in big produced programs by Detroit sponsors is nothing new. These shrewd Detroit major advertisers have kept WXYZ at the top in big-time entertainment for years.

Reason MUST be that we PULL.

Ask us about the established programs we have waiting for you—with audiences.

King-Trendle Broadcasting Corporation

300 Madison Theatre Building • • • Detroit

Eastern Office: 550 Chanin Building, New York

WM. G. RAMBEAU CO. REPRESENTATIVE
Home Office: Tribune Tower, Chicago

Western Office: Russ Building, San Francisco

WXYZ • DETROIT

Basic Station N B C Blue Network • Key Station Michigan Radio Network

WGN AND WSM JOIN FACSIMILE TESTERS

INDICATING heightening interest in facsimile transmission on their regular wave lengths, two more stations during the last fortnight joined the ranks of applicants to the FCC for authority to broadcast pictures after midnight until 6 a. m. under the revised rules permitting such service on an experimental basis. Stations WGN, Chicago, and WSM, Nashville, are the latest to file.

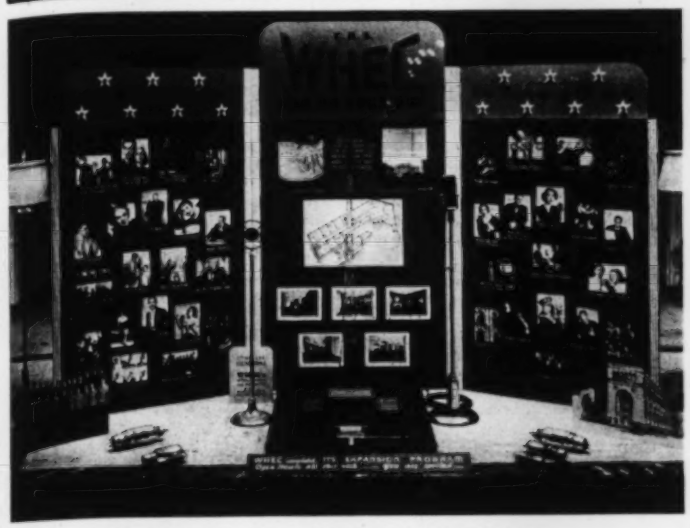
WGN proposes using the Finch system of transmission and reception, developed by W. G. H. Finch, one-time assistant chief engineer of the FCC [BROADCASTING, Nov. 1]. WSM has not indicated the system it proposes to use but KSD, St. Louis, intends using RCA facsimile. Other applications are pending from WOR, Newark, and KSTP, St. Paul. KFBK, Sacramento, and KMJ, Fresno, McClatchy stations, were authorized by the FCC Nov. 9 to conduct similar tests and expect to use Finch apparatus.

Only two other 12-6 a. m. facsimile transmission authorizations have thus far been issued by the Commission—to WHO, Des Moines, and WGH, Newport News, Va., both of which have also ordered Finch apparatus. It is expected the remaining applications will be granted readily since the services are non-competitive and are on an experimental basis.

Penn-Dodge Split

PENN TOBACCO Co., Wilkes-Barre, Pa., and Greenwich, Conn., and Dodge Bros. Corp., Detroit, division of Chrysler Corp., are splitting sponsorship of news programs on KMBC, Kansas City, and WJR, Detroit. On KMBC, 12 programs are broadcast weekly, with Earl Smith as commentator. Each sponsor has six of these, all running for 52 weeks. On WJR, there are six news programs a week, three for each advertiser, conducted by Jimmy Stevenson. Agency for both accounts is Ruthrauff & Ryan Inc., New York.

Great Oaks From---

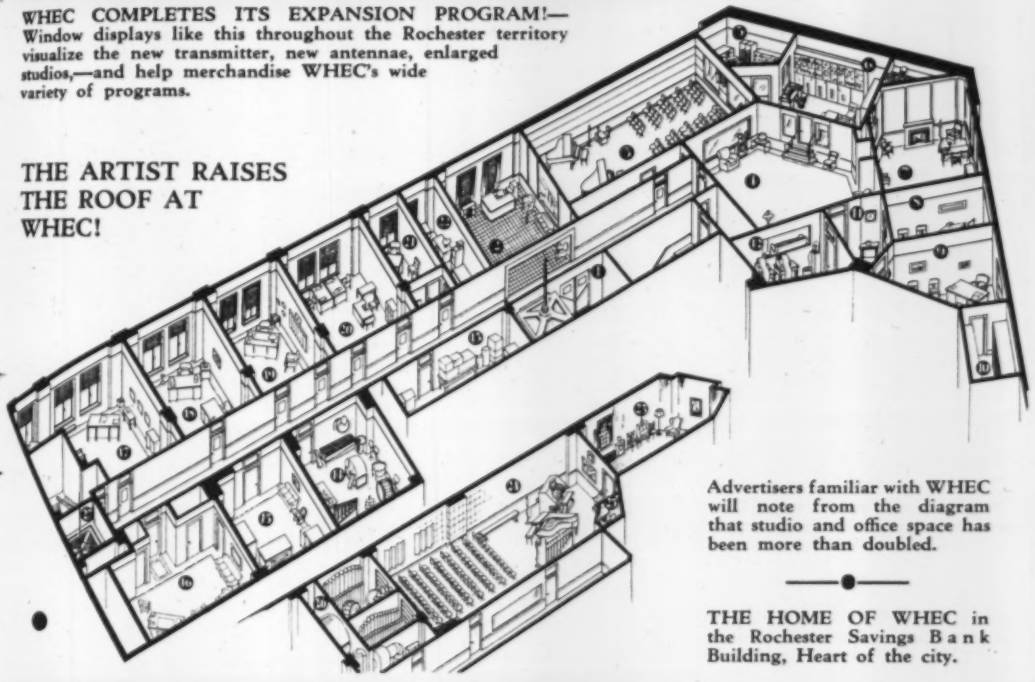


WHEC COMPLETES ITS EXPANSION PROGRAM!—Window displays like this throughout the Rochester territory visualize the new transmitter, new antennae, enlarged studios,—and help merchandise WHEC's wide variety of programs.

ROTOGRAVURE FULL PAGES in their newspapers afford Rochesterians and Western New Yorkers food for leisurely Sabbath cogitation, further impressing the fact of WHEC's expansion and enlargements.

WINDOW CARDS in every nook of WHEC's territory list the schedule of special broadcasts.

THE ARTIST RAISES THE ROOF AT WHEC!



Advertisers familiar with WHEC will note from the diagram that studio and office space has been more than doubled.

THE HOME OF WHEC in the Rochester Savings Bank Building, Heart of the city.

THE MURALS in the new reception room at WHEC. Left, detailed colored mural showing WHEC's new expanded coverage. Right, mural of the new WHEC transmitter at sunset. Executed by John Wewich.

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.: New York, Chicago, Detroit, San Francisco

XUM

Daily Three-Hour Series Of WNEW Now Sold Out

PURCHASE of three quarter-hours weekly by R. B. Davis Co., Hoboken (Davis Baking Powder), hangs the SRO sign on the *Make Believe Ballroom* programs on WNEW, New York, according to Herman Bess, sales manager of the station. Program, made up of phonograph records interspersed with the gossip and sales talk of Martin Block, is broadcast three hours daily, from 9:30 to 11 a. m. and from 5:30 to 7 p. m. every weekday. In addition to R. B. Davis Co., the *Ballroom* sponsors include Alkine Laboratories, New Brunswick, N. J. (Flemolun cough remedy); B. C. Remedy Co., Durham, N. C.; Gruen Watch Co., Cincinnati; Madison Personal Loan Co., New York; Lever Bros. Co., Cambridge, Mass. (Spry); Axton-Fisher Tobacco Co., Louisville (Twenty Grand and Zephyr cigarettes); Olsen Rug Co., Chicago; Community Opticians, Jamaica, L. I.; Carol Pharmaceutical Co., New Brunswick, N. J. (Caruso Capsules); Canadian Fur Trappers Corp., New York; Franklin Laboratories, New York (patent medicines); Coleman-Halloran Automobile Co., Newark.

'Coffee Pot Inn'

SPONSORED by Paxton & Gallagher, Omaha, to promote Butternut Coffee, a new show titled *Coffee Pot Inn* has started on WHO, Des Moines, and the Corn Belt Wireless Network, being heard daily Sunday at 8 a. m. Handled by Buchanan-Thomas Advertising Co., Omaha agency, the program features the comedy team "McNutt & McNutt" with Kay Neal, songstress, and the Four Aces, instrumental team. The show is produced by WHO and taken off the air and rebroadcast by WMT, Cedar Rapids; KGLO, Mason City; WOW and WAAW, Omaha; WIBW, Topeka; KMMJ, Clay Center; WJAG, Norfolk; WNAX, Yankton, and KFAB, Lincoln. Other stations may be added.

AUDIENCE SHUDDERS — Hit a new high when KLZ, Denver, put on a Halloween show. Just to keep the record clear, assembled spooks are (left to right): Howard R. Chamberlain, KLZ production manager; Bob Bradley, tenor soloist; Les Weelans, pianist, and Mrs. Carter Ault, mistress of the *Gas Hospitality House*.

SO HEAVY has been the demand from listeners for piano instruction books, given away in connection with Dr. Joseph E. Maddy's *Fun in Music* series Tuesdays, 2 p. m., on NBC-Red, that the first printing has been exhausted and more ordered, according to Judith Waller, NBC central division educational director.

Don Lee Seeking New Headquarters

May Build as NBC Hangs on To Studio; CBS Progressing

DON LEE Broadcasting System, having outgrown its present Los Angeles headquarters, is making immediate expansion plans and will either "buy, build or lease" a structure in Hollywood, in the vicinity of Sunset Blvd. and Vine St., near the new CBS and NBC western division headquarters, which are to be ready in early spring.

Don Lee's plan to take over the present NBC Hollywood studios on Melrose Ave. when the latter's new structure is erected, failed to materialize. NBC is reluctant to abandon the property until satisfied its new studios will accommodate the heavy schedule to emanate from Hollywood. Plans for the new NBC structure call for only enough facilities for immediate needs.

Lewis Allen Weiss, general manager of Don Lee, West Coast outlet of Mutual, pointed out that current business is the heaviest in the company's 12 years of broadcasting and additional studio accomodations are needed immediately. The network, which has four owned stations and 21 affiliates in California, Washington and Oregon, already has under lease the Ambassador Hotel Theatre, Los Angeles, and Filmarte Theatre, Hollywood, but is still crowded, he said. Sponsored programs on the network number 29, with KHJ, Los Angeles, carrying 55 weekly.

A new structure, to meet the needs of the Don Lee network, would cost approximately $750,000, Mr. Weiss pointed out. This would also serve as West Coast headquarters of Mutual.

CBS-NBC Are Building

The new CBS five-story building on Sunset Blvd. between Gower St. and El Centro Ave. is to be ready in February. The new NBC site at Sunset Bldv. and Vine St. is being cleared and ground breaking for the studios and executive building was expected shortly after Nov. 15. NBC will depart from the conventional radio center design by patterning its studios and executive building after the motion picture studio unit idea. KMTR, Hollywood, is also erecting a similar type of broadcasting center at 1000 N. Cahuenga Blvd. at a cost of more than $100,000 which will be ready for use late in December, according to Victor Dalton, owner.

CBS will start building its new KNX, Hollywood, transmitter about Nov. 15 on a 37-acre tract in the El Nido district of Los Angeles, at the intersection of 190th St. and Hawthorne Ave. Structure and equipment will cost $300,000, to be in operation about May 1.

Central features of the new transmitter will be the 500-foot tower and a building to house the equipment. Of circular design, the building will be of shock-resisting reinforced concrete. Wings will provide offices; a laboratory to service and make equipment; an apartment for engineers; special short-wave equipment room, and a garage. A standby power plant for emergency use only, is included. John Parkinson and Donald D. Parkinson, Los Angeles architects, will erect the structure under supervision of J. L. Middlebrooks, CBS New York engineer.

4½ MILLION PEOPLE

have the happy habit of listening to WJAS

These 4½ million people are in the concentrated Pittsburgh trading area, where *Columbia Network* programs are available to them *only* on WJAS.

No duplication of coverage from "outside" stations gives WJAS full swing at this vast audience.

5000 Watts **WJAS**
PITTSBURGH

BASIC COLUMBIA NETWORK

Representatives: GENE FURGASON & CO.
NEW YORK CHICAGO DETROIT

A Man Waited in the Belfry

ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

"Grandfather: They've signed the Declaration of Independence! Ring the bell!"

Tears came to the old man's eyes. *This was the moment*. Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell "*in the public interest, convenience and necessity.*"

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might *hear* what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting, all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully. . . .

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster's obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners' ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen. That is the American way.

Here, a man waits in the belfry . . . "in the public interest, convenience and necessity."

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* • • • • HARRY STONE, *General Manager*

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

HILDEBRAND GIVEN PITTSBURGH AWARD

KENNETH HILDEBRAND, announcer of WJAS and KQV, Pittsburgh, has been selected as the 1937 winner of the H. P. Davis Memorial Award for the best local announcing, receiving as his prize a gold medal and $150 in cash. The award was established by Mrs. Davis in 1933 in memory of the late Westinghouse official who founded KDKA and who served until his death that year as chairman of the board of NBC. It was won last year by Bill Sutherland, of KDKA, and the year before by Tony Wakeman, then with WJAS and now with WOL, Washington.

Mr. Hildebrand

The jury of award consisted of a board that included Edith Skinner, Carnegie Tech; William W. Woodside, Pittsburgh Drama League; Madeline Skelley Foust, Duquesne University, and Ray Hurd, Shadyside Academy. The presentation was made Nov. 2 by Judge J. J. Jackson, of the Westinghouse company, before a gathering in the WJAS-KQV studios.

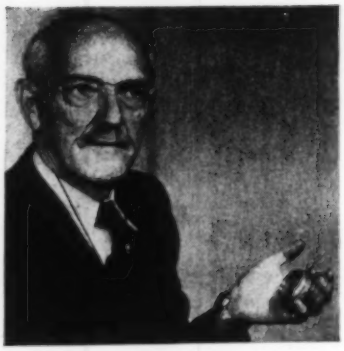
All-Bran May Place

KELLOGG Co., Battle Creek, Mich., has appointed Kenyon & Eckhardt Inc., New York, to direct advertising of Kellogg's All-Bran. While plans are still in the formulative stage, radio is being considered.

Procter & Gamble Signs For Two Series on CBS

PROCTER & GAMBLE Co., Cincinnati, already the largest user of network time as sponsor of 11 programs broadcast for 87 quarter-hour periods weekly on the two NBC networks, has just signed a contract with CBS calling for the use of 20 15-minute broadcasts a week on that network. New contract, which goes into effect Jan. 3, 1938, comprises four programs daily, Monday through Friday. The tentative schedule includes a broadcast for Chipso from 9:30 to 9:45 a. m., and a second morning feature advertising Oxydol from 10:45 to 11 a. m., an early afternoon series from 2:15 to 2:30 p. m. with the advertising divided between Ivory and Dreft, and a late afternoon broadcast from 4:30 to 4:45 p. m. in the interest of Naptha. The CBS series will be placed through three advertising agencies: Compton Adv. Inc., New York, handles Ivory and Naptha; Pedlar & Ryan Inc., New York, places Chipso; and Blackett-Sample-Hummert Inc., Chicago, is in charge of Oxydol and Dreft.

Two programs which will move from NBC to CBS are *The O'Neill's*, for Ivory soap, now heard on the Blue network from 11 to 11:15 a. m., Mondays through Fridays, and *Road of Life*, for Chipso, now on the Blue network from 11:15 to 11:30 a. m. Both are at present handled by Compton Adv. Inc., although Chipso has previously been announced as moving to Pedlar & Ryan Inc. "as soon as arrangements can be made."



OLDEST — News commentator on the air, is the claim made by WDAS, Philadelphia, for Charles H. Ingersoll, retired co-founder of the watch company bearing his name. At 72, he broadcasts twice weekly on economic subjects over WDAS, commuting from New York, where he is president of the Manhattan Single Tax Club. His radio talks and lectures are his hobby.

P & G Special Spots

PROCTER & GAMBLE Co., Cincinnati (Camay soap), is using spot announcements on about 85 stations throughout the country for a special offer of a bottle of perfume with each three cakes of soap bought. The offer is broadcast for four days in a total of from 10 to 14 announcements. Starting dates vary with the stations, some having started as early as Oct. 15, and others running to Dec. 15. Transcriptions are one minute, made by WBS. Agency is Pedlar & Ryan Inc., New York.

Rate Card Ready For CBC Network

NETWORK programs covering the Dominion are now likely to develop in considerable numbers according to requests for information from advertisers coming into the Canadian Broadcasting Corp. commercial offices in Toronto and Montreal. CBS has finally settled on a definite rate schedule and discounts, making regional or coast-to-coast network prices quickly available.

Underlying the scheme is the fact that line charges have been reduced by special contracts with the telegraph and telephone systems from a former high of $1,100 an hour for coast-to-coast coverage to $330. Basic networks have been developed in each of the five CBC regions (Maritimes, Quebec, Ontario, Prairies, and British Columbia) making it possible to quote such low trans-Canada line rates. Where other than basic network stations are used or other stations are added line charges will be added for each individual circuit.

There are six stations in the Maritime network, six in the Quebec with two in Montreal, nine in the Ontario region basic net, nine in the Prairies basic chain and four in the British Columbia region.

An advertiser using any two regions obtains a 10% reduction on time charges in each region. On a three-region net the discount is 15%, in four regions the discount is 20% and on all five regions the discount is 25%. This does not include line charges. Frequency discounts start with 5% for 13 times, 10% for 26 times and 15% for 52 times or over. Networks can be arranged through NBC and CBS.

IN THE LIMELIGHT . . .

KWK

THOMAS PATRICK INC. ROBERT THOMAS CONVEY, President HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO. NEW YORK CHICAGO SAN FRANCISCO

DO ITALO-AMERICANS BUY AUTOMOBILES?

YES! THEY DO!

...AND THEY BUY MORE THAN THE AVERAGE

LET'S take New York City as representative of the Italo-American Market and let us look at the figures: in New York, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars 17.44% and commercial vehicles 18.37% ● No comment is needed. They buy automobiles, and buy more than the average. ● But the strangest part of the story is that nobody is advertising to them. Certainly the industry is not losing the Italo-American Market, but the manufacturers are *certainly* overlooking a tremendous opportunity. ● Today and for the past five years—judging from money spent and results obtained—radio is by far the strongest single force to reach and sell the Italo-American Market. As far as we know, no one in the automobile industry is using this force ● Scores of leaderships have been created through radio—and radio alone—broadcasting in Italian from WOV, WBIL and WPEN. We specialize in this market. We can sell your automobiles. We cover 100% of the Italo-American Market of New York, New Jersey, Pennsylvania, Connecticut and Delaware, and we devote our time in reaching 2,300,000 Italo-Americans living in this territory. This market deserves your attention. If you wish further information, please call or write to us.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York City

TELEPHONE, BRyant 9-6030

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts | NEW YORK, 1000 Watts | NEW YORK, 5000 Watts

TRANSRADIO BEGINS RECORDED FEATURE

TRANSRADIO News Features Inc., which has recently opened offices at 9 Rockefeller Plaza, New York, is recording and auditioning *Meet the Headliners*, a series of men-behind-the-news broadcasts. From a library of recorded speeches of national and international figures, which is constantly being augmented and kept up to date, the company will interpret current news developments by giving listeners the actual words in the real voices of the men responsible for the news.

First transcription of the series deals with the Russian-German situation and includes excerpts from speeches of Lenin, Stalin and Hitler. By translating a sentence at a time the foreign language is kept from being motonous and the realism imparted by the voices of the men themselves is strengthened by the device of including as background music recorded airs from the State bands of the governments.

A subsidiary of Transradio Press Service Inc., the new company is headed by W. G. Quisenberry, who supervises the production of each program. Presto portable recorders, weighing only 35 pounds, have been sent to Transradio correspondents in all parts of the world to obtain material for the series. The final programs are produced in the company's own laboratory with custom-built equipment that comprises RCA recording heads, Fairchild tone arms and Presto turntables.

About 10 program series are in the planning stage, Mr. Quisenberry stated, although he said that for the present he was concentrating on the *Meet the Headliners*, for which he has assembled the voices of the last seven U. S. Presidents, the last three English kings, the head of almost every government in the world, and many other celebrities. The next series to be begun, he said, will probably be Americana, which will employ the same technique in assembling less important personalities who have their day in the headlines, covering such events and persons as the child brides and other highlights.

—And Some More of the Youngest

ADOLESCENT—WBAL and WCAO, Baltimore, offer two more candidates in the "youngest" race. H. Warren Baker, 15 (right), writes continuity for WBAL. He is a student at City College High School, writes *A Little Helps*, Thursday program, and has completed a 39-episode serial, *The Rise of Jimmy Stone*, being held for sponsorship. William H. Shriver Jr., of WCAO, age 20, has three sponsored news broadcasts a day and a show titled *College News* on WCAO. The college program covers news from institutions of higher learning in Maryland.

Parkerson Named Head Of Fultograph as Drive On Facsimile Is Planned

WITH the announcement that John T. Parkerson has been granted an indefinite leave of absence as business manager of Transradio Press Service to assume active direction of the Fultograph Co., the latter organization announced Nov. 8 plans for widespread expansion of facsimile broadcasting of both printed matter and pictures. The Fultograph is the invention of Dr. O. Fulton, British inventor, and was demonstrated by Transradio two years ago.

Plans call for production of equipment on a large scale, the announcement said, "which will make it possible for anyone who can afford an ordinary radio set to have a receiver in his home." The Fultograph, one of several competitive facsimile devices, was said to produce a complete picture comparable to half tones found in magazines.

Dr. Fulton discounts the idea facsimile will mean the doom of modern newspapers. On the contrary, it was stated, he believes that its chief function will be in transmitting pictures and flash news into the homes, thus whetting the appetite for newspapers.

Mr. Parkerson has been a close student of facsimile for several years and feels that facsimile broadcasting soon will become as important a part of radio as anything yet developed. He was a World War correspondent and afterward organized Fox Newsreel in Europe. Before he joined Transradio he was business head of the *Herald-Tribune* in Paris.

Hear Ye! Hear Ye!
Greater and greater results for
KFYR clients with the new 700 ft.
antenna now under construction.
One of the three tallest self-
supporting towers in the world

550 K.C. **KFYR** 5000 W. DAY 1000 W. NIGHT

MEYER BROADCASTING CO.
BISMARCK NORTH DAKOTA

Gene Furgason & Co • National Representatives

THESE ARE BONUS FAMILIES ★

★ What do time buyers get when they use WHK, Cleveland's pioneer radio station?

They get modern broadcasting facilities because WHK equipment is the best money can buy. They get listener interest built up over a long period of years with good programs. They get blanket coverage of the city and suburbs which in themselves include three cities and seventeen towns. They get the help of WHK merchandising experts.

And finally, time buyers get a bonus of 230,200 families. Cleveland itself (Cuyahoga County) includes 272,200 families with radios but the coverage of WHK extends far beyond county limits to include 230,200 additional families in 16 surrounding counties. This bonus includes the cities of Akron, Lorain, Sandusky, Norwalk, Painesville, Wooster, Ashland and hundreds of smaller communities.

We have complete details on sales possibilities in the country's fifth largest market and how to cover it via WHK.

UNITED BROADCASTING COMPANY

WHK CLEVELAND

★ ★ ★ ★ ★ ★ ★ ★ ★

H. K. Carpenter, Vice Pres. and Gen. Mgr.

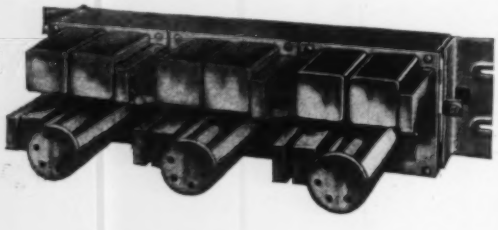
C. A. McLaughlin, Sales Manager

FREE & PETERS, INC. - National Representatives, New York - Chicago - Detroit

SPEECH INPUT

BY

Western



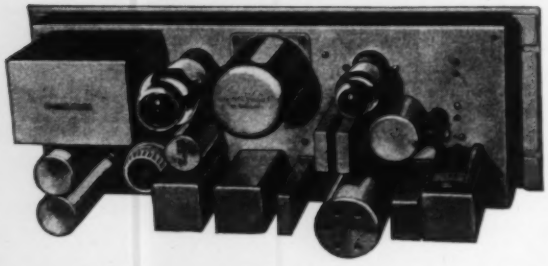
104A AMPLIFIER

A compact single stage, fixed gain pre-amplifier—giving you high quality and operating economy at low cost. Powered from 105A or 106A amplifiers or 15A rectifier. Gain: approximately 29 db. Frequency response: flat within 1 db. from 30 to 10,000 cycles.

Whatever your speech inpu
studio, station or remote p
—there's Western Electri
to give you high fidelity
and utmost reliability.
And remember: We
as well as Bell Telepho
wealth of experience is
whenever you face a
quires special engine
specific needs.

105A AMPLIFIER

A three stage, high gain program unit incorporating stabilized feedback and self contained power supply operating from AC source. Gain approximately 70 db. Flat frequency response and excellent signal-distortion and signal-noise ratios. Occupies only 10½" rack space.



106A AMPLIFIER

A two stage line amplifier incorporating stabilized feedback and self contained power supply operating from AC source. Impedances: input 600 or bridging (10,000); output 600. Flat frequency response and excellent signal-distortion and signal-noise ratios. Gain: approximately 45 db.

110A

The progra
delivered a
in carrier po
to noise rat
to over mo
visual peak

DISTRIBUTED BY GRAYBAR ELECTRIC COMPANY

Distributed by Graybar

XUM

UT EQUIPMENT

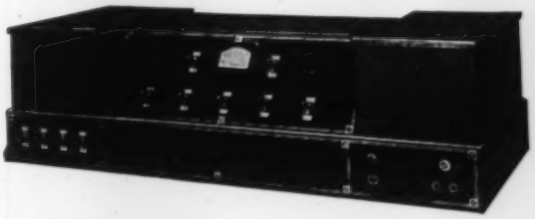
BY

n Electric

speech input needs—at
or remote pick-up points
ern Electric equipment
igh fidelity performance
liability.
ember: Western Electric's
ll Telephone Laboratories'
perience is at your disposal
ou face a problem that re-
ial engineering to meet your
eds.

94C and D AMPLIFIERS

12 Watt high level amplifiers that give remarkable performance due to stabilized feedback. Self contained power supply operating from AC. Gain: approximately 45 db. Flat frequency response. Excellent noise and distortion ratios. 94D has self contained volume control.



23A and 23B SPEECH INPUT EQUIPMENT

Space-saving complete studio channel equipments. These two popular console models differ only in arrangement of controls. Both give you a rare combination of flexibility, simplicity of operation and high quality.

110A AMPLIFIER

The program amplifier that doubles delivered audio signal with *no increase* in carrier power. Greatly improves signal to noise ratio—prevents distortion due to over modulation—gives continuous visual peak indication.

8-BALL and SALT-SHAKER MIKES

Between them, they meet your broadcasting needs. Both can be used for non-directional pick-ups—both can be transformed quickly for directional work by simply putting on acoustic baffles.

Distributed by GreybaR ELECTRIC COMPANY

In Canada . . . NORTHERN ELECTRIC COMPANY, LTD.

XUM

The Smaller They Are...

the more they need J-M Acoustical Treatment

SMALL stations often find their acoustical problems complicated by the fact that they must work with very limited facilities.

The studio above is a perfect example of this. Unlike those in larger stations, usually designed for a single purpose, it has to serve as an announcer's studio and as an auxiliary studio for soloists or small groups. The use of the right J-M Acoustical Materials and the J-M System of Sound Isolation met these varied demands economically . . . and provided a high degree of broadcasting perfection.

Everywhere, stations large and small count on Johns-Manville's acoustical service to assure high-fidelity reproduction. It is a service so broad as to include advice on selection of studio site, as well as on design and construction.

If acoustical conditions in *your* studios are not all that they should be, a check-up by a J-M Acoustical Engineer may help you improve materially the quality of your broadcasts. Write Johns-Manville, 22 E. 40th St., New York, N. Y.

Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Office Is Opened By B&B Chicago

Sherman, Aleshire, Marquette Head Newly-Formed Agency

OPENING of a new agency in Chicago, one of the largest to be formed there since Blackett-Sample-Hummert was organized in Chicago about 10 years ago, was to take place Nov. 15 when Benton & Bowles—Chicago, Inc. planned to open offices in the Palmolive Bldg. Although affiliated with both the New York and Hollywood offices of Benton & Bowles, the Chicago firm will maintain a complete independent organization, with all executives of the new agency formerly associated with leading Chicago agencies or advertisers.

Mr. Sherman

Heading Benton & Bowles—Chicago Inc., is Stuart Sherman, formerly vice-president of the Pepsodent Co. and Lord & Thomas, Chicago. A graduate of Williams College, he was divisional sales manager of Colgate-Palmolive-Peet Co. in Chicago before becoming vice-president of Lord & Thomas in Chicago in 1934. In April 1936 he left the agency to become vice-president of Pepsodent Co.

Mr. Aleshire

Vice-President of the new agency is Edward Aleshire, one of the pioneers in Chicago radio, being the first radio director for Lord & Thomas, Chicago. He left that post to become radio director of Blackett-Sample-Hummert Inc., resigning there to become head of the radio department of H. W. Kastor & Sons Adv. Co. Inc., which last year had a radio billing of over one million dollars with current indications that that amount will be surpassed this year.

Mr. Marquette

Chester B. Bowles will be chairman of the board of Benton & Bowles—Chicago Inc., which also includes Messrs. Sherman, Aleshire, Arthur F. Marquette, Atherton W. Hobler and James S. Adams.

Mr. Marquette, copy chief of Lord & Thomas, Chicago, and member of the faculty of the University of Chicago, will also be vice-president of the new agency.

Questioned regarding accounts the new agency would handle in Chicago, Mr. Aleshire said that he was not at liberty to divulge what they would be. Reports that International Cellucotton Products Co. (Kleenex and Kotex) and Pepsodent Co. might be handled by the new firm were squelched when Mr. Aleshire emphatically declared that no account currently being handled by either Lord & Thomas or H. W. Kastor & Sons Inc. would be handled by the new firm.

Gordon Cooke, radio director of Guyer, Cornell & Newell, Inc., New York, is leaving that agency to succeed Mr. Aleshire as radio director of H. W. Kastor & Sons Inc., Chicago.

At the Pepsodent Co., because of Mr. Sherman's resignation the following changes have been made: Charles Luckman, vice-president in charge of sales is now vice-president in charge of sales and advertising. Malcolm Hart, assistant sales manager, is sales manager, while J. Baxter Gardener has been raised from assistant advertising manager to advertising manager.

Appleby Brothers Form Engineering Firm With Office in Atlantic City

FORMATION of the firm of Appleby & Appleby Inc., consulting radio engineers with headquarters and laboratories in Atlantic City, was announced Nov. 5. Thomas Appleby, veteran radio engineer and a lieutenant commander in the Naval Reserve, was elected president. His brother, William H. Appleby, is vice-president and will head a commercial radio analysis division. The latter is experienced in newspaper and radio advertising and has been associated with WPG, Atlantic City.

Thomas Appleby

Thomas Appleby has been identified with radio for more than 35 years, beginning in 1899 with the erection of a complete wireless transmitter and receiver. During the war he was assigned to the Office of Naval Communications as a lieutenant and erected 33 radio compass stations on the Atlantic Coast. He became a civilian radio engineer in the Navy Department in 1919 and in 1921 was admitted to practice before the U. S. Patent Office as a patent attorney specializing in broadcast equipment. He has a number of patents dealing with all phases of radio transmission.

Offices and laboratory of the new firm are located at Jasper and Winchester Ave., Atlantic City.

Yeast Series in Canada

NATIONAL BREWERIES Ltd., Montreal, on Nov. 15 will start a 16-station studio program over a special Canadian network, advertising its yeast. The program originates in studios of CKOC, Hamilton, and is fed to CKLW, CFRB, CKSO, CFCH, CJKL, CKGB, CFRC, CKCO, CFCF, CJCB, CHNS, CFCY, CKCW, CHSJ, CFNB. The program, *Black Horse Tavern*, and network were arranged by CKOC.

U. S. Rubber Plans

UNITED STATES RUBBER Co., New York (tires), is reported to have contracted for the 9:30-10 spot on CBS Wednesday evenings, to start in January. This is the time formerly occupied by *Palmolive Beauty Box* and now by *Tish*, dramatization of Mary Roberts Rhinehart's stories, sustaining series presented by the Radio Division, Federal Theater. U. S. Rubber agency is Campbell-Ewald Co. of New York Inc.

PARDON US FOR NOT HAVING MENTIONED IT BEFORE

--but the present negotiations between the A. F. M. and Radio does not affect Station WTMJ. Not with a yearly bill for musical talent of

NINETY THOUSAND DOLLARS!

"Live" Combinations Provided by Station WTMJ

HEINIE'S GRENADIERS
12-man Brass Band...original German and other folk music.

STARDUST SYMPHONY
35 members...playing heavy concert and symphonic music.

RHYTHM RASCALS
5-piece Rhythm Combination with specialties and "doubles".

BLACK AND GOLD
14-piece Concert Ensemble ... light concert, semi-classic and production numbers.

BLUE ROOM ENSEMBLE
5-piece...salon group...light classic, popular numbers, non-rhythm style.

VICTORIANS
9 men...concert group...medium concert and light symphonic music.

PARK AVE. HILL-BILLIES
4-piece novelty and singing combination, using hill-billy and old popular numbers.

LOS CABALLEROS
9-piece Spanish combination...playing exclusively Mexican, Cuban, Argentine and Spanish music.

W T M J BRASS BAND
16 men ... standard instrumentation Brass Band...playing marches and concert material.

RHYTHM AND RHYME
10-piece...sweet and smooth rhythm dance orchestra. Musical introduction in rhyme.

SINGING STRINGS
5 men...(4 strings and organ) playing semi-classic and popular numbers.

HANS BADNER'S BAVARIANS
8-piece, built to get desired effect from German light concert, folk music and German popular orchestrations.

EARY BIRDS
A varied hill-billy and rustic group.

GYPSY FOUR
4 men ... playing typical Hungarian and gypsy music.

SWINGSTERS
14 men...dance orchestra, specializing in latest jam and popular melodies.

TUNESMITHS
4 men and vocalist ... using current popular in the sweetest manner presentable.

ARISTOCRATS
16 men ... special arrangements in both concert and dance form of American music.

Like Clyde Beatty, we have always believed that "Live Talent" made the best show. That's why the bill for musical talent at WTMJ averages from $80,000.00 to $90,000.00 a year. Over half of that tidy sum goes to our permanent staff of 16 playing musicians. They are augmented by a healthy number of part-time men for special shows, relief work and vacations. Every man is a member in good standing of local A. F. M. No. 8. All of which means a lot to us and to our advertisers, as another reason why WTMJ has "most of the listeners most of the time". Why not profit from the proved popularity of the "live" combinations listed?

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO., Inc., *Representatives*
NEW YORK DETROIT CHICAGO SAN FRANCISCO

WTMJ

XUM

Performing Group Plea Asks Canada Rate Boost

THE Canadian Performing Rights Society has filed a new tariff with the Canadian Department of State to net the Society $145,390 for the coming year as against the $70,000 received from broadcasters this year. The Canadian Association of Broadcasters and Canadian Broadcasting Corp. have filed an appeal to be heard by the Appeal Board appointed by the Department of State [BROADCASTING, Oct. 15].

The Society bases its claims on an increase obtained in Great Britain and increased fees in the United States. The appeal is expected to be heard in Ottawa early in December, and the ruling of the Appeal Board is final. Whether or not there will be an increase, the basic formula outlined and approved by the Appeal Board for this year's payments, will be effective in determining the amount each station will pay.

SAM STIEFEL ENTERPRISES Inc., N. Y., talent representative, has opened a new radio script department, with Fred Robbins as sales manager and Jimmy Lyons as writer and director.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

Other Nations Said to Be Taking Lead In International Shortwave Programs

AMERICAN supremacy in radio does not extend to the international broadcasting field where inroads are being made by European nations, notably Germany, Great Britain and Italy, according to testimony given the FCC Broadcast Division from Oct. 29 to Nov. 2 on competitive applications of NBC, General Electric and World Wide Broadcasting Corp., Boston, for authority to use the so-called "Pan American" frequencies in the international band for broadcasting to South America and to other nations.

Germany, particularly, is flooding the South and Central American nations as well as North America with shortwave programs largely of a propaganda nature, according to the testimony. Government-owned stations operate on regular schedule, it was brought out. International stations in the United States are maintained by private interests but under experimental regulations preventing commercialization.

The frequencies in question, ranging from the 6,000 to the 21,000 kc. band are those allocated to this country by international convention but which have not yet been assigned. In the testimony, including that of Captain S. C. Hooper, Naval communications expert, it was emphasized that these frequencies should be used forthwith lest they be assigned to other nations at the International Telecommunications Conference to be held in Cairo in February. The frequencies would be alloted on a borrowed basis, and can be retrieved by the Navy for governmental use if and when desirable.

A score of witnesses appeared in behalf of the applicants for the facilities during the four day hearing. World Wide, now using four frequencies in the international band, requested four of the six Pan American frequencies — 9550, 11730, 15130 and 21500, with power of 20,000 watts. General Electric, now operating on two such channels, requested only 9550 and 21500, with 100,000 watts power. NBC, at present using two such channels, requested all six of the channels—6110, 9550, 11730, 15130, 17780 and 21,500 with 50,000 watts.

Principal witness for World Wide was Walter S. Lemmon, president of the company and a member of the executive staff of International Business Machines Corp. He testified that World Wide has received endowments from the Rockefeller and Carnegie foundations and that he, along with certain associates, personally had invested considerable money in World Wide and WIXAL, which it operates. He outlined in detail plans of the organization to conduct the international broadcasts with particular emphasis on educational features. There was protracted examination of Mr. Lemmon on the financial qualifications of his company.

$15,000,000 for Talent

Appearing as an NBC witness, John F. Royal, vice-president in charge of programs, estimated that advertisers on NBC are now paying about $15,000,000 a year for talent, in addition to orchestras. Several millions have been spent by NBC during the past three years for artists and orchestras on sustaining or non-commercial broadcasts, he said. Of this amount, $2,300,000 has been spent for artists and $3,200,000 for orchestras. During the first nine months of this year, he said, 1,434 separate programs for transmission to foreign countries were broadcast, as compared with eight such programs in 1930. He said NBC spends about $7,000 a month for international shortwave station programs.

Among witnesses who appeared for General Electric were Dr. Ernest F. W. Alexanderson, famous radio inventor and consulting engineer for that company. He testified regarding experiments in shortwave international broadcasting undertaken by the company, after covering extensively the history of radio development and experimentation by General Electric and in which he participated.

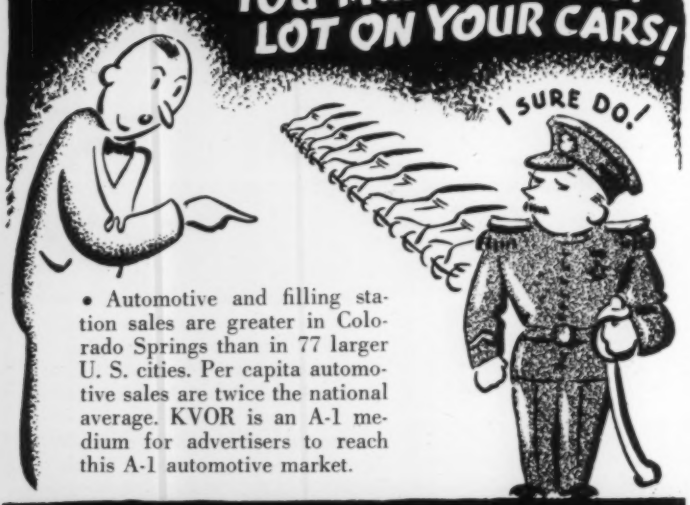
Appearing as a general witness and not on behalf of any of the three applicants, Capt. Hooper, former director of Naval communications and now director of the technical division of the Office of Naval Operations, reviewed the history of the Pan American frequency project and emphasized the desirability of launching the service as expeditiously as possible. In about 1928, he said, when other nations were "preempting" the shortwaves rather rapidly, he suggested to the Pan American Union that it might be wise to have the U. S. Government register some channels in the International Bureau at Berne, for that purpose. The Navy Department, he said, afterward, registered the so-called Pan American channels for future use. The Pan American Union, however, he said, was not able to occupy these channels sufficiently to retain them.

"I think that it is vital that we get these waves allocated on a temporary basis and in operation as soon as we can," he said. Under cross-examination, Capt. Hooper said that he felt programs broadcast to Latin and South America on these frequencies should be specially built, with no advertising. Declaring he was not speaking for the Navy on program matters, he said his department is only interested from the point of view of helping the State Department and also for the purpose of having stations which the Government might use in emergencies and which would be properly equipped.

Weco-Calox Tieup

WECO PRODUCTS Co., Chicago (Dr. West's Tooth Powder) and McKesson-Robbins Inc., Bridgeport, Conn. (Calox tooth powder), are using four time signals daily on WHBF, Rock Island, and six announcements weekly on WJDX, Jackson, Miss., in a special three-week campaign in a tie-up for the two dental products. J. Walter Thompson Co., Chicago, is the Weco agency with Brown & Tarcher Inc., handling the Calox account.

GREAT GRIEF COL. SPRINGS YOU MUST SPEND A LOT ON YOUR CARS!



• Automotive and filling station sales are greater in Colorado Springs than in 77 larger U. S. cities. Per capita automotive sales are twice the national average. KVOR is an A-1 medium for advertisers to reach this A-1 automotive market.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM

APPLEBY & APPLEBY
Consulting Radio Engineers

38 Years Professional Experience
FIELD INTENSITY AND LOCATION SURVEYS
DIRECTIONAL ANTENNA SYSTEMS
ALLOCATION AND RADIO COVERAGE REPORTS
TELEVISION SPECIALISTS
BROADCAST, HIGH FREQUENCY AND ULTRA HIGH FREQUENCY BANDS
MARKET DATA AND COVERAGE PRESENTATIONS FOR SALES PURPOSES

—SPECIAL APPOINTMENT—
CIVILIAN RADIO ENGINEER U. S. NAVY DEPARTMENT IN 1919

ATLANTIC CITY, N. J.
JASPER AND WINCHESTER AVENUES
Telephone 2-2535

Lieut-Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

WDAF

LEADS 2½ TO 1

Of Four Stations Broadcasting the Same Program WDAF Leads in Listeners 2½ to 1

It was a unique test. Made when four Kansas City network stations were all broadcasting the World Series baseball games. For once no station could claim any advantage or disadvantage in program popularity. Everything was even on that score.

The check-up was made by the Ross Federal Research Corporation, a national fact-finding concern, October 6, 8 and 9 during the hours the World Series baseball games were being broadcast by all four stations.

The result:

	Listeners
WDAF	64.1%
Second Station	26.3%
Two Other Stations	9.6%
	100.0%

One Program!
Four Stations!
WDAF Leads, 2½ to One!

Details of this and other independent surveys may be obtained from any representative of WDAF.

WDAF • 610 KILOCYCLES

DAY 5,000 WATTS NIGHT 1,000 WATTS

OWNED AND OPERATED BY THE KANSAS CITY STAR

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

EFFICIENT: Field intensity readings on WCBD's new transmitter outfit shows almost *perfect* signal strength in all directions—and ground conditions ideal. Glenn Roberts, way up in Madison, Wisconsin, told us the other day "it comes into Madison 1000%."

* * * *

CENSOR: WSBC has solved the matter of the frenzied fanatics who try to crash street broadcasts with propaganda, getting over their poison before they can be stopped. The announcer hides a button mike inside his coat—permits only as much to be said as he is quite sure is right and proper and shuts off the rest by hiding the mike.

* * * *

BRILLIANT: There's a lot in the Federal Communications Commission pronouncements that justify Judge Ira Robinson's thoughts of years ago. The Judge is truly one of the finest, wisest characters that ever meditated a radio problem.

* * * *

EXTREMES: Match this, you lads who are claiming youthful commentators. WEMP, Milwaukee, has an announcer 71 years old, Ben Wolff, and another just the reverse of those figures—yes, actually only 17 years old. The latter is Carl Zimmerman rated as one of Milwaukee's best. And Ben is as good as they come!

* * * *

MAIL: Yes, mail response may not mean much to the station that doesn't get any—but we still count it as a very potent yardstick of listener interest. When a person will spend a half-hour writing you a complimentary letter, he, or she, usually has a lot of confidence in you. Uncle John counted the mail he received from WCBD listeners in a single week and marked down close to three thousand recently. And Uncle John merely comments on the news!

* * * *

SUCCESS: "Work faithfully for eight hours a day, and don't worry; then in time you may become the boss and work fourteen hours a day and have all the worry."

* * * *

UNUSUAL: Chuck Lanphier, boss at WEMP in Milwaukee should believe in astrology but doesn't. Recently he celebrated his birthday, his wedding anniversary and the anniversary of his coming with WEMP—all on the same day!

Gene T. Dyer

TRANSCRIPTIONS

MERTENS & PRICE Inc., Los Angeles, has sold the *Sunday Players*, dramatized biblical transcription serial, to Kindt Funeral Home, Reading, Pa., for 52 weeks on WEEU, and the Lima Memorial Park, Lima, O., 52 weeks on WBLY. Series has been renewed for another 52 weeks by Ottawa Hills Memorial Park, Toledo, O., on WSPD; Washington Flour Co., Washington, D. C. on WJSV; Locustwood Memorial Park, Camden, N. J. on WCAM; Greenwood Memorial Park, San Diego, for 20 weeks on KGB. Wm. Cook Funeral Manson, Baltimore, on Dec. 5 renews for 52 weeks on WCAO, this making the third consecutive year of continued sponsorship. Piersdorff Funeral Home, Toledo, has taken the *Home Folks* series for 52 weeks, for sponsorship on WSPD, starting Nov. 17.

TEDDY BERGMAN, radio comedian and character actor, on the air for some years in *Joe Palooka*, *Penthouse Party* and other programs, has joined Sound Masters Inc., New York, recorders, at 1560 Broadway. Mr. Bergman will head a new program-building service for the firm's radio division, and plans to produce shows for audition on 16 mm. sound films instead of on wax, for greater durability and ease in handling. Instead of using regular sound film with a separate sound track, Mr. Bergman is now developing a film which will be sound strip alone, about an eighth of an inch wide.

C. P. MACGREGOR, Hollywood transcription concern, has sold 156 quarter-hour episodes of *Stars Over Hollywood*, motion picture colony dramatic serial, to Bi-So-Dol Co., New Haven, Conn. (Bi-So-Dol) for thrice weekly release on KGMB, Honolulu. Transcription concern is cutting a new 26 quarter-hour children's Christmas serial, *Santa Claus Programettes*, which relate the adventures of two children in the toy factory of Santa Claus. Series is to be released starting Thanksgiving Day and each episode is complete in itself. William T. Johnson and Dr. Kimball Sant are writers of the program.

PROGRAM division of Walter Biddick Co., Los Angeles, has started production of a new quarter-hour 26 episode transcription serial *Daredevils of Hollywood* which dramatises the experiences of Hollywood film stunt men. Series is being cut by Recordings Inc., Hollywood, with Ted Turner directing. Curt Forman, formerly scenario writer of 20th Century-Fox Film Corp., is writing scripts. Hal Styles is narrator.

ASSOCIATED BROADCASTING Co. Ltd., Toronto and Montreal, announces it has obtained Ontario, Quebec and Maritime rights to the transcriptions *Blair of the Mounties* from Walter Biddick, Los Angeles, and *Lady of Millions* from American Recording Corp., Hollywood. It also has obtained all Canadian rights to transcriptions of *The Plainsman* from R. U. McIntosh Inc., Los Angeles, and all transcriptions of Titan Productions and Max Graf Productions Inc., both of San Francisco.

TWO new subscribers to Standard Program Library Service are WSAL, Salisbury, Md., and KTMS, Santa Barbara, Cal. The sound effects library has been sold to WKAT, Miami Beach, Fla., and Bronislaw Paskzkiewicz, Poland.

CLIFFORD M. NORBERG, sound engineer of WBS, New York, is in Hollywood to confer with Pat Campbell, West Coast manager. He will be superintendent of construction of the firm's proposed new $250,000 building to be erected at Vine St. & Waring Ave. and have charge of sound equipment.

TRANSCRIBED RADIO SHOWS Inc., New York, has sold its 39 quarter-hour children's program, *Robinson Crusoe Jr.* to Buck Glass Co., Baltimore, through Cahn, Miller & Nyburg Inc., for use on WFBR, Baltimore; to E. T. Smith Coffee Co., Worcester, Mass., direct, for broadcast on WORC; and to Ray Jewelry Store, Detroit, through Ad Masters Advertising Inc., Washington, for broadcast on WXYZ, Detroit.

NEW subscribers to the WBS program service includes WFBG, Altoona, Pa.; KRMC, Jamestown, N. D.; CFAR, Flin Flon, Manitoba; KVOX, Moorhead, Minn.; KPDN, Pampa, Tex.; WESG, Elmira, N. Y.

R. U. McINTOSH & Associates Inc., Los Angeles production and transcription concern, has started cutting a new five minute series, *Lucky Victims of Misfortune*. Each episode, complete in itself, relates the story of a handicapped person who has gained fame, success and fortune. Concern has sold 65 quarter-hour episodes of *The Plainsman* to the Red River Cereal Co., Canada, thru Associated Broadcasting Co., Ltd., Toronto, which has exclusive rights to the serial in Canada. R. U. McIntosh has announced the appointment of R. A. Calhoun as Chicago district manager with offices in the Merchandise Mart Bldg. Ivan Paul, 421 Broadway, Birmingham, is southern representative and Charles Stevens, 480 Lexington Ave., New York, represents the firm in the eastern states.

PAN-AMERICAN Radio Productions Inc., Hollywood, has acquired the exclusive Latin-American rights to the *Charlie Chan* adventure serial. Arrangements were made through Irving Fogel Radio Productions, Hollywood. Series will be transcribed in Spanish.

DECCA RECORDS Inc., has moved its Chicago sales office from the Furniture Mart, 666 Lake Shore Drive, to 22 W. Hubbard St. Monroe Wayne is in charge of Decca's Chicago office.

JACK KAPP, president of Decca Records Inc., New York, is in Hollywood lining up talent and also supervising the cutting of a series of recordings.

WORLD Broadcasting System has moved its West Coast offices and audition room from the Richfield Building, Los Angeles, to 1000 N. Seward Ave., Hollywood, according to Pat Campbell, manager.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

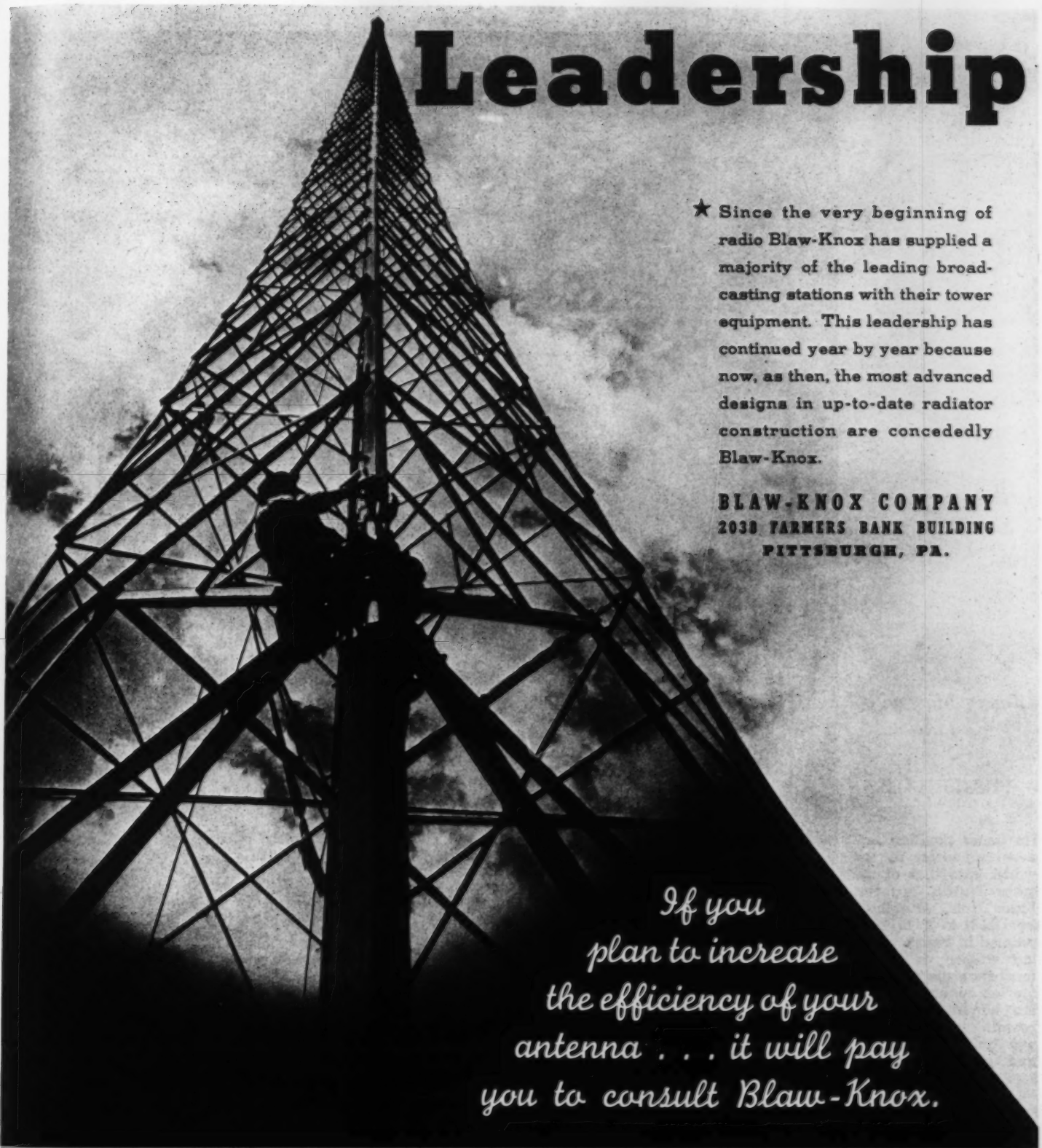
GETTING RESULTS IN MONTANA

KPFA HELENA

Z NET Montana

KGIR BUTTE

P. O. Box 1956 • BUTTE, MONTANA



Leadership

★ Since the very beginning of radio Blaw-Knox has supplied a majority of the leading broadcasting stations with their tower equipment. This leadership has continued year by year because now, as then, the most advanced designs in up-to-date radiator construction are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.

If you plan to increase the efficiency of your antenna . . . it will pay you to consult Blaw-Knox.

BLAW-KNOX VERTICAL RADIATORS

The Young Man with a Lute

•

FRANS HALS

•

No better painting has ever appeared in the world than that of the great Dutch master, Frans Hals, who lived from 1581 to 1666. Hals painted in broad, slashing strokes or in the most exquisite detail, as the job required. Sharing honors with Rembrandt, his technique was guided by quality and craftsmanship.

COURTESY OF THE METROPOLITAN MUSEUM OF ART, NEW YORK

World Program Service SUBSCRIBERS

ALABAMA
WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KGER Long Beach
KHJ Los Angeles
KLX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara

COLORADO
KFEL Denver
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WTOC Savannah
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson
KOAM Pittsburg

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
WEBC Duluth
KVOX Moorehead
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

NEBRASKA
KFAB Lincoln
KOIL Omaha

NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WESG Elmira
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KRMC Jamestown
KLPM Minot

OHIO
WJW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland
WHKC Columbus
WSRK Dayton
WKBN Youngstown

XUM

Old Masters... and NEW

Paint and palette geniuses of the old Italian, French and Dutch schools had a way of improving upon life, imparting to their works of art a richness and a lasting quality that have outlived generations of men. Technically, their work was flawless. . . . Wide Range Vertical recording and reproduction of your program brings definite improvement in performance quality over other methods. When produced at Transcription Headquarters, and broadcast through special matched equipment over the Wide Range System, your program is assured of "unimpaired reality from artist to listener." That means uniform control for your advertising, utmost appeal for your sales message. World's modern Vertical method, and the famous 440-station Wide Range System, are the modern masters of sound. . . . Turn casual dialers into loyal listeners—listeners into buyers—through the lasting appeal of a World transcription job!

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KTNT Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KGW Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WFBG Altoona
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
KQV Pittsburgh
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
KTSM El Paso
WBAP Ft. Worth
KXYZ Houston
KFRO Longview
KRLH Midland
KPDN Pampa
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg
CFAR Flin Flon

New Brunswick
CKCW Moncton
CHSJ Saint John

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CJIC Sault Ste. Marie
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
2 ZB Wellington
3 ZB Christchurch
4 ZB Dunedin

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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Programs: A Diagnosis

RADIO broadcasting moves swiftly—so swiftly in fact that ever so often it behooves broadcasters to take inventory of their operations.

We think the time has come for an appraisal of programs, but not from the customary angle of quality. It is generally conceded that as the technique advances the quality improves and that programs today are at a higher lever than ever before. We do not maintain that the millenium has been attained, but we do hold the public has never been better satisfied with its radio than now.

The impending problem, if it isn't now existent in many cases, is that of striking a balance between commercials and sustainings and between local and national programs. There are only so many waking hours in the day. All those hours are not and should not be given over to commercial programs or to non-local programs in the cases of most stations. There are of course notable exceptions to the latter classification. Large stations which serve more than their local areas are required to devote practically their entire schedules to national as distinguished from local programs, and in such cases there are smaller stations to take care of the local obligation.

Nearly half of the country's 700 stations are network outlets. A portion of their choice time is given over to network programs. That is only natural because those programs are generally of high calibre. Moreover, the basic wherewithal of these stations is derived from such programs.

Networks and stations alike have consistently adhered to the policy of cancelling commercials to clear time for public service programs of extraordinary interest. All radio contracts carry such a proviso. That is radio's obligation to the public, and it will be maintained.

The demand for radio time, in spite of what appears to be a temporary dip at this time, has increased from year to year. The temptation is great to drop sustaining features and local programs for better-paying national programs, particularly with the increase in operating costs growing out of widespread unionization activities plus the general upward surge of ordinary overhead.

We think it of utmost importance that stations and networks ponder this matter seriously; that they attempt to strike an irreducible minimum in the hours to be devoted to public service programs—whether it be a Presidential fireside chat, a Congressional speech or a convention of national import. And for the vast majority of the stations that serve local communities, we think it just as important that they keep their local identity through a certain proportion of home-town and home-talent programs. Local programs have tremendous importance, closely resembling the importance of local news in a newspaper. Without them the station stands to lose its identity as a home institution.

Over the years — and there haven't been many of them—radio has learned that by self-instituted correctives it can do the most effective job of public service. The matter of program balance, we feel, is one of those problems requiring a degree of self-correction.

Congressional Records

AS THIS issue goes to press, Congress is warming up for its special session. Some 50 separate measures directly or indirectly affecting broadcasting are pending—holdovers from the session that wound up last August.

The special session was called by President Roosevelt to consider and enact emergency legislation. Consequently, radio is not expected to figure in the activities of that session except for occasional oratorical outbursts from those who have adopted it as a favorite topic. But at the regular session, which gets under way in January, it is a practical certainty that renewed efforts will be made for investigations of radio and its regulation.

Radio, as we have said repeatedly in these columns, has nothing to fear from any fact-finding investigation. It is consistently improving the calibre of programs it offers the public. Its record will speak for itself, but only when properly presented.

At the last session orations on radio reached a new high peak. It was a bandwagon proposition. As we recall it, every speech was critical of broadcasting or of the FCC; there wasn't a single expression of a favorable nature. About a half-dozen members made practically all of these addresses. Some of the criticism was perhaps justified, but much of it was based upon haphazard information and pure speculation.

The performance at the last session reflects the need that exists for the circulation of information on the accomplishments of the broadcasting industry and on its never-ending effort to improve the public service it renders. That should be the major function of the trade association of the industry. In the NAB reorganization, now under consideration, it is earmarked as a prime objective. It will come before the NAB reorganization convention tentatively set for next February. Approval of a plan embracing a sound public relations program for the industry is imperative, and should be made operative as soon as the convention acts.

The RADIO BOOK SHOP

BLOOD drips from almost every page of *The Radio Studio Murder* by Carolyn Wells (J. B. Lippincott Co., Philadelphia, $2.), beginning on page one when Laurence Haviland, big game hunter and radio commentator, falls dead at the mike and ending on page 317 when Fleming Stone figures the whole thing out. It doesn't have much to do with radio, but if you can't sleep here's your book. For it will either put you to sleep or frighten you so much that just staying awake will be a thrill.

The 100-Watter Fallacy

WHY DO 100-watt stations, or at least a substantial portion of them, persist in bragging about being "little fellows"? The "100-watter" is a misnomer. It does not necessarily denote that a station has limited coverage or that it is the most insignificant thing in broadcasting.

The advertiser doesn't buy power or frequency per se. He buys audience and results. We know of many independent stations in the local category that do effective jobs, by virtue of efficient management and intelligent operation. Conversely, there are all too many of the so-called "big boys", from the standpoint of power, that are mediocre because they lack the type of direction that makes for distinctive operation and public service.

The fact is, therefore, that stations are large or small depending upon the intelligence and resourcefulness of their management, and cannot all be measured by the yardstick of kilocycles and watts. If the locals will forget their technical inferiority complexes and quit calling themselves names, they will begin reaping the profits promptly.

Youth Has Its Day

BOB MASLIN of WFBR started something that several dozen stations seem anxious to finish when he dropped into BROADCASTING headquarters with a picture of a young man from Baltimore whom he titled the youngest announcer in radio. [BROADCASTING, Oct. 1].

Already the age level has reached into high schools. If the thing doesn't stop somewhere, the yowling babes on maternity ward remotes will be on station payrolls—for photographic purposes at least.

Even the embryos are having their privacy invaded, WOR recently submitting a photograph of an interview with a chick picking its way through an eggshell.

Truly, radio is a young industry!

XUM

We Pay Our Respects To —

BRUCE BARTON

BRUCE BARTON, chairman of the board of Batten, Barton, Durstine & Osborn Inc., famed in advertising circles for the astuteness of his counsel and the force of his copy, known to millions of readers for his books and magazine articles, noted for his philosophy which has been hailed as the true American credo, and generally considered to represent the highest type of American businessman, is now, at the age of 51, embarking on a new career in politics.

Drafted by the Republicans of New York's 17th district as their candidate to fill the vacancy caused by the death of Rep. Theodore Peyser last August, Mr. Barton was elected to Congress by a plurality of more than 12,000 over his Democratic opponent. This was the largest majority ever scored in the "Silk Stocking District", so called because it includes New York City's swankiest residential section, but ignoring the fact that it also contains a large number of Manhattan's poorest homes. Running almost without a platform, his only pledge that he would use in the affairs of state the same judgment he has exercised in his advertising career, Bruce Barton did little campaigning, letting his record speak for itself. The result was but another testimony to that judgment.

Born in Robbins, Tenn., on Aug. 5, 1886, eldest son of a Congregational circuit rider who christened him Bruce Fairchild Barton (the middle name has long since been discarded), the boy was early moved to Oberlin, where the senior Barton obtained his doctorate. Bruce attended a succession of primary schools in Ohio towns until, in 1900, the Rev. William E. Barton, D.D., was called to the First Congregational Church of Oak Park, Ill., a suburb of Chicago. Here Bruce began his literary activities as editor of the high school paper, following in the path of his father, author of many volumes dealing chiefly with Lincoln, on whom he was an outstanding authority.

After a year at Berea College, Bruce continued his studies at Amherst, earning most of his expenses by selling cooking utensils during the summers. With a Phi Beta Kappa key hanging beside the badge of Alpha Delta Phi, he was graduated in the class of '07, which voted him the man most likely to succeed. Jobs were scarce in that depression year, so young Barton became a timekeeper in a Montana construction camp until the hoped-for chance to join a publication called him back to Chicago.

After a variety of editorial jobs with a number of Chicago publishers, he moved on to New York as assistant sales manager of P. F. Collier & Son Co. It was here that he wrote his first advertisement, for Dr. Eliot's Five Foot Book Shelf. From Colliers he went to Conde Nast, as assistant sales manager and sales manager, then back to Colliers as editor of *Everyweek* and writer for *American Magazine*. Came the war and Barton turned his typewriter to wartime work, producing copy that is said to have been largely responsible for the greatest sum of money ever raised by any war board.

During the war he met Roy S. Durstine and Alex F. Osborn, men whose ideas matched his, and in 1919 the advertising firm of Barton, Durstine & Osborn was launched with Bruce Barton as president. The agency prospered, grew, and in 1928 merged with the George Batten Co. to become Batten, Barton, Durstine & Osborn Inc., Mr. Barton at the same time becoming chairman of the board.

From the start it was plain that Bruce Barton was a born copywriter. His advertisement for Alexander Hamilton Institute, "The Years that the locust hath eaten," is considered by many the greatest piece of advertising copy ever written, and although it was first published in 1921, the Institute found it good enough to run again within the last two years. His slogan, "A man may be down but he's never out," is still rendering valiant service for the Salvation Army. His campaigns for Dr. Eliot's Five Foot Shelf and for General Electric Co. made advertising history.

Meanwhile he was winning even greater fame for his writings outside of advertising. His best known book, *The Man Nobody Knows*, and its almost as popular sequel, *The Book Nobody Knows*, were best sellers in Europe as well as in America, being translated into many foreign languages. His monthly editorials in *Redbook* and his frequent articles in other publications attracted thousands of readers. One of these articles, published in the *American Magazine* in June, 1922, under the title *This Magic Called Radio* shows that even at that early date Bruce Barton realized the potential uses of this new phenomenon.

"We may begin to picture for ourselves what radio will mean in our homes in the years to come," he wrote. "We shall all have receiving sets—there is little doubt of that. We shall come down in the morning to hear the newspaper headlines read while we eat. A little later, perhaps, a department store will have bargains of interest to announce—sugar-coating the advertisements with some good entertainment so that we shall not be tempted to turn our machines off. After that, the ladies may have a university extension lecture. At lunch time, the chef of a famous hotel may suggest a tasty and economical menu. In the afternoon there may be a matinee; and at 6 or 7, when the boys and girls have had their supper and are ready for bed, someone like Thornton Burgess may lift the transmitter in his home and broadcast a bedtime story to a million youngsters all over the land."

That was written, remember, in 1922. Three years later the agency puts its first program on the air for Atwater Kent, for whom it had obtained the exclusive right to broadcast the stars of the Metropolitan Opera. From then on the agency played an increasingly important part in the development of radio advertising. John Charles Thomas, Grace Moore, Edwin C. Hill, Sousa (who was engaged in a radio series for Goodyear at the time of his death), and many other radio names made their first broadcasts for BBDO clients. While Mr. Durstine has from the start directed the agency's radio developments, Mr. Barton has retained his enthusiastic interest in broadcasting and has aggressively sold this new medium to hesitant advertisers. His most notable contribution to any broadcast campaign was the series of salutations to the 48 states that formed the basis of General Motors' *Parade of the States* programs on NBC-Red in 1932, though he has given valuable advice and close supervision to many other of the agency's programs.

In 1913 he married Esther Randall of Oak Park and is the father of three children: Randall, 22, Bet-

(*Continued on Page 44*)

PERSONAL NOTES

FRANK R. McNINCH, chairman of the FCC, addressed the Investment Bankers Association of America at White Sulphur Springs, W. Va., Nov. 4, on "Federal Regulation and Power Securities." The address was scheduled prior to Mr. McNinch's assumption of the FCC chairmanship and while he was chairman of the Federal Power Commission. Radio was not mentioned in his remarks.

MAJOR EDWARD A. DAVIES, Philadelphia pioneer, on Nov. 1 became director of sales of WIP, Philadelphia, succeeding Albert A. Cormier, who resigned. Mr. Davies was formerly program director of WIP and then became an account executive with the John Falkner Arndt Advertising Agency, leaving that post to rejoin WIP.

MAXWELL HAGE, former radio production manager of the United Press and former assistant manager of WJAY, Cleveland; George Luck, former merchandising manager of KGNC, Amarillo, and Hettie Bernhardt, formerly with Colorado Club Woman Publications have joined the commercial staff of KFEL, Denver. Frank Ford, formerly manager of KGCU, Mandan, N. D., has established a client's service department for KFEL.

EARL H. GAMMONS, manager of WCCO, Minneapolis, on Nov. 9 spoke on "Adventures in Radio Advertising" before the advertising class of the University of Minnesota's department of journalism.

THOMAS F. O'CONNELL has joined the local sales staff of WNOX, Knoxville. He formerly was press agent for Ruban & Cherry Combined Shows.

TEX RICKARD, formerly manager of KMTR, Hollywood, has joined KGER, Long Beach, Cal., as account executive. Mal Bratton, formerly of KMTR has also been added to the sales staff.

MRS. HELEN WILTON QUINN has been added to the sales staff of CJRC, Winnipeg, with special duties to work on programs of interest to women listeners. Mrs. Quinn comes from the advertising department of the *Winnipeg Tribune*, where she also conducted a woman's column "Peggy's Point of View" which she is now broadcasting once weekly. She previously did a radio program *Home Builders*.

ALFRED J. McCOSKER, president of the Bamberger Broadcasting Service, Newark, N. J. (WOR), and chairman of the board of MBS, has been appointed to *American Hebrew's* Jury of Award to fill the vacancy created by the death of Felix M. Warburg, financier and philanthropist. The jury confers an annual medal for 'the promotion of better understanding between Christian and Jew in America."

PAUL M. SEGAL, Washington attorney, has removed his law offices from the Shoreham Bldg., 15th & H Streets, to 1026 Woodward Bldg., just across the street.

JOHN A. STEWART, assistant to Carl Haverlin, KFI-KECA, Los Angeles, sales manager, has resigned to join the NBC Hollywood sales department as account executive.

SAM BOOTH, former newspaperman of Washington, has joined the commercial staff of WJEJ, Hagerstown, Md.

KELLY ANTHONY, son of Earle C. Anthony, owner of KFI-KECA, Los Angeles, has returned to his station duties after a three-month tour of Europe.

GENE CAGLE, for several years on the sales staff of KFJZ, Fort Worth, and well known as a football announcer, has been appointed general manager of KABC, San Antonio.

BARRY ALEXANDER and Kenneth Cooke have joined the sales staff of WATL, Atlanta.

PAUL KAPP, brother of Jack Kapp, president of Decca Records Inc., has been appointed radio director of Consolidated Radio Artists Inc., Chicago.

XUM

BEHIND the MIKE

JAMES ROY MAYNARD, formerly of KXBY and KCKN, Kansas City, and KWBG, Hutchinson, has joined the announcing staff of KBST, Big Spring, Tex.

MARTIN BLOCK of WNEW, New York, has been named master-of-ceremonies for the benefit for the medical fund of Local 802 of the American Federation of Musicians to be held at the Hotel Astor, New York, Nov. 15, and broadcast on WNEW.

JOSEPH R. BOLTON Jr., announcer of WHN, New York, is the father of a baby boy, Joseph R. Bolton, III.

DELIA ANNE RAGLAND, formerly on the continuity staff at WLS, Chicago, has become continuity editor of KWBG, Hutchinson, Kan.

AL HARDING, announcer of WDNC, Durham, N. C., has resigned to join WCCO, Minneapolis.

EARL J. GLADE Jr., son of the director of KSL, Salt Lake City, and a member of the station's staff, won a $50 award in a national snapshot contest recently with a picture titled "Kiddies Kapers in a Kitchen".

DEANE S. LONG, announcer and assistant program director of WFMD, Frederick, Md., has resigned to accept the position of program director and chief announcer of WSAL, Salisbury, Md.

RUTH HENRICKSON has been added to the continuity department of WNOX, Knoxville. Allen Fort, announcer has resigned to take a position in Miami.

HARRY ELDRED, for several years script writer-actor with WTMJ, Milwaukee, has been appointed publicity director. He was formerly in a similar capacity with Shubert Theater Corp. and was at one time with the J Walter Thompson Co.

FRED HENRY, formerly of KNX, Hollywood, has joined KGER, Long Beach, Cal., as announcer, succeeding David Morris, resigned.

ROY W. WINSAUER, assistant production manager of WCCO, Minneapolis, addressed a Washburn High School group Nov. 8 on radio writing.

A Best Buy
in
Southwest Radio
NBC or Spot
10,000 WATTS
KTHS
HOT SPRINGS, ARK.

TOPS—In baseball broadcasting is George Higgins (right), crack sports announcer of WTCN, Minneapolis, singled out by General Mills as "the baseball announcer with the largest audience in proportion to population in the United States" after a survey of its Wheaties broadcasts. He is here shown after receiving his award in the form of a check from Wayne Hunt, president of Knox Reeves Adv. Inc., Minneapolis agency.

MAURICE GAFFNEY, CBS trade news, became a father for the second time on Nov. 7, when Katherine Gaffney was born at New York Hospital, Cornell Medical Center.

ARCHIE OLSON has been appointed special events announcer and commercial representative of the rebuilt CJGX, Yorkton, Sask.

VAN CONNORS, newscaster-producer at KJBS, San Francisco, recently was promoted to the post of production manager at the affiliated station owned by Julius Brunton & Sons, KQW, San Jose.

VICTOR PAULSON has been named daytime announcer-operator at KJBS, San Francisco.

GORDON BROWN, who resigned from KJBS after seven years as Night Owl, to join KYA's operating staff, has returned to his old post.

GEORGE STUART, announcer-operator at KJBS, San Francisco, has resigned to join KLX, Oakland.

CHARLES GLENN, formerly of WNAX, Yankton, S. D., has joined the announcing staff of KWTO-KGBX, Springfield, Mo. Lonnie McAdams, formerly of the NBC music staff in New York, is announcing and singing.

GUY SAVAGE, formerly of KTRH, Houston, has joined KABC, San Antonio as announcer and publicity director. Fritz Kuler, recently of the Greater Texas and Pan-American Exposition, also has joined the announcing staff. Pearl Sohn, with a San Antonio department store until recently, has been placed in charge of continuity.

CARL HOHENGARTEN, musical arranger and assocate conductor of WBBM, Chicago, has succeeded Carlton Kelsey, resigned, as musical director of CBS Chicago. Mr. Kelsey will go to Hollywood after a honeymoon in South America.

LEO POULETTE, who has been announcing at WHAM, Rochester, as Don Harris, has joined the announcing staff of WIND, Gary.

FRANCES BREWER, who uses the radio nome de plume of Frances Martin, has joined WJJD, Chicago, as a producer and assistant continuity editor. Miss Brewer, for the past four years, has been with KSTP, St. Paul, and WCCO and WTCN, in Minneapolis.

OTTIS ROUSH, chief announcer of WLBC, Muncie, Ind., has been selected to write and direct a program marking the station's 11th anniversary.

DOROTHY HUFFMAN, Southwest continuity writer, and Marjorie Hailey have joined the continuity staff of KVOO, Tulsa.

FORREST W. CLOUGH, former announcer and continuity writer at KRBC, Abilene, Tex., and Miss Mildred Wyatt, formerly of the KRBC program department, were married Oct. 30 in Dallas.

KEN NILES, announcer and master-of-ceremonies of the CBS *Hollywood Hotel*, is the father of a 6½-pound girl, born Oct. 30.

CHARLES WELLMAN, West Coast announcer-entertainer has joined KFWB, Hollywood. He opened that station in 1926 and was manager for 18 months.

EDITH BLACK, formerly in the radio production department of N. W. Ayer & Son Inc., has joined KMPC, Beverly Hills, Cal., as publicity director.

ROBERT F. MONROE, of Columbus, an Ohio State graduate, and Eleanor Daniels, of Cleveland, have joined the continuity staff of WHK-WCLE, Cleveland.

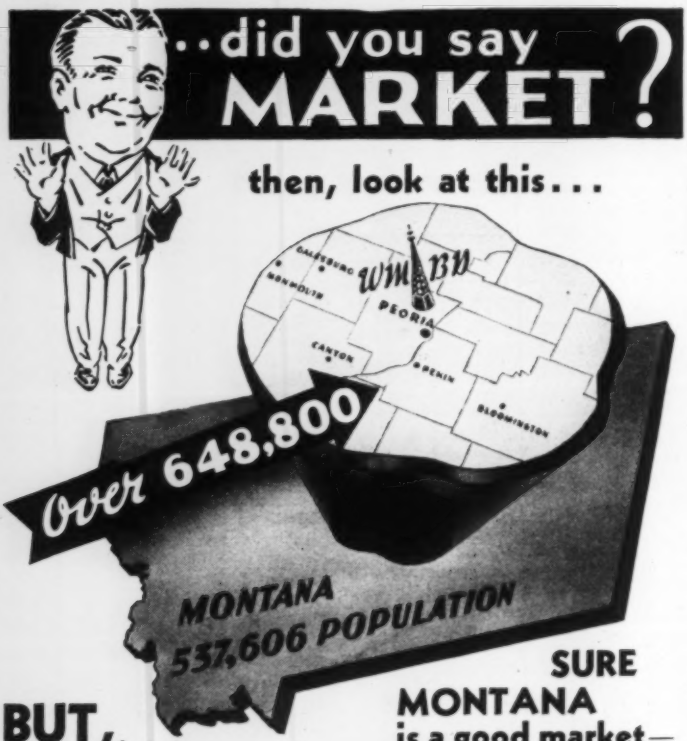
GENE EDWARD, recent with Iowa stations, has joined the announcing staff of WDAS, Philadelphia.

DAVID H. HARRIS, traffic manager of WOOD-WASH, Grand Rapids, is the father of a baby girl born Oct. 29.

KAYE BRINKER has joined the WBBM, Chicago, production staff in charge of experimental program production.

HAL O'HALLORAN, formerly chief announcer of WLS, Chicago, and later at WOR, Newark, and WCFL, Chicago, is now on the announcing staff of CKLW, Detroit.

BILL WISEMAN, former radio editor and promotion manager of the *Omaha Bee News*, has joined WOW, that city, to assist in the news and promotion departments.



BUT,... SURE MONTANA is a good market—

Here in one-twentieth the area you get 111,000 extra prospects—and they're folks who can buy! Their annual per capita spendable income is higher. Conditions are splendid in WMBD's area—factories are booming, wages are higher—farm crops the best in years.

Now—with WMBD's 5000 watts power daytime, 1000 nite—you can cover this area economically—and in no other single medium can you cover it fully. WMBD—the high fidelity station of Central Illinois—gives more results per dollar spent.

FREE, JOHNS & FIELD, INC., National Representatives

MEMBER CBS NETWORK

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

STATIONS
ADVERTISERS
AGENCIES
!

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery"
1938 Edition

We are about to release several other new items, all designed for radio premiums. Whatever your needs, get in touch with us.

Every woman wants one. Contains 186 valuable hints on cookery, comprising the experiences of thousands of housewives and edited by one of the world's foremost food experts. Priced as low as 2½c, to include your advertising on outside front and back covers. Easy to mail; a gift that will be treasured.

Send for Samples and Prices to

ANTON PETERSON
173 W. Madison St.
CHICAGO, ILL.

XUM

WKY MAKES MORE CALLS IN OKLAHOMA

. . TAKES YOU INTO MORE HOMES!

● Making calls — plenty of them — is the first essential of successful selling. With its seven-league boots of superior facilities and equipment, WKY can cover more territory, make more calls in Oklahoma than any other station. And its prestige, personality and programming make it welcome wherever it calls.

No random boasts are these, but hard, cold facts proved by survey after survey, verified by a brilliant record of sales.

So successfully does WKY take local and national advertisers into the homes of Oklahoma that, for this purpose, they are spending more money with WKY today than with any other station in the state.

Put your radio advertising on WKY —— the station which has entree to more homes than any other station in Oklahoma.

WKY *Oklahoma City*

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

XUM

G. THOMAS STEWART, Jr., continuity editor of WSM, Nashville, and Mrs. Stewart are parents of a son, Guy Thomas Stewart III, born Nov. 2. The infant's grandfather is Guy Stewart, sales manager of WKZO, Kalamazoo, and onetime manager of the old WLAP in Louisville.

HARRY JACKSON, announcer of WKZO, Kalamazoo, has resigned because of doctor's orders that he live in the South.

THOMAS H. BELVISO, manager of NBC's music division, has gone to San Francisco and Hollywood and will stop off in Chicago on his way back to New York, to study the musical and copyright situation.

VANCE BABB, manager of NBC's New York press department, is following doctor's orders and staving off a threatened nervous breakdown by taking a vacation of indeterminate length.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

DEAN MARKHAM, of the NBC New York production staff, has joined Don Lee Broadcasting System, Los Angeles, as continuity editor and producer. He succeeds Walter Johnson who resigned to become assistant to Burt McMurtrie, Pacific Coast radio production manager of Music Corp. of America, Hollywood. Bud Rutherford who writes the nightly quarter-hour Alka Seltzer *Newspaper-of-the-Air* programs, sponsored by Dr. Miles Co. of California Inc., on the Don Lee network, has taken on additional duties of publicity director. He succeeds Jimmy Vandiveer who resigned to become special events director of KFI-KECA, Los Angeles.

JACK SAYERS of the CBS Hollywood publicity department, was married to Gwendolyn Steele on Nov. 5 at Beverly Hills, Cal.

ARTHUR Q. BRYAN has resigned from the continuity staff of KHJ, Los Angeles, to free lance.

TED STEELE, who handled CBS publicity in Birmingham, has joined KMPC, Beverly Hills, Cal., as announcer-producer.

JIMMY WALLINGTON, CBS Hollywood announcer, is enacting the part of an announcer in Start Cheering, now being produced by Columbia Pictures Corp.

BOB BOWMAN and Hal Bennett have been added to the announcing staff of WHIO, Dayton.

HILTON HODGES, station announcer of WIBW, Topeka, and Miss Dorothy Kenna, daughter of Dr. and Mrs. Alpha H. Kenna, of Topeka, were married in October at St. Louis.

PAUL PHILLIPS, station continuity chief of KMOX, St. Louis, has returned to the station after six months leave of absence.

PAUL CARLISLE, formerly of KWKH, Shreveport, La., has joined WKRC, Cincinnati.

PICKED A HOT ONE
WLBC Interviewer Surprised
On Hotel Program

KEN WILLIAMS, the Man-at-the-Hotel interviewer of WLBC, Muncie, Ind., has found out what actually makes an announcer go almost dead-pan before a mike. Second person he interviewed on the program one night recently gave his name as P. W. Seward. "And what is your business," Ken asked. "I work for the government," Seward replied. "What kind of work do you do," the announcer further queried. "I am an examiner for the Federal Communications Commission," was the reply.

To which Williams suddenly announced to his listeners "Goodnight all." Seward next morning visited the studios and conversed with Don Burton, owner. Seward's visit to Muncie was purely on a private matter not related with the FCC.

CHARLES G. HICKS, program director of WSOC, Charlotte, is under doctor's orders to take a month's vacation, and his place until Dec. 1 is being filled by Don Jenkins.

MISS IRENE LUCAS, of the sales staff of WTAR, Norfolk, was married recently to John Flemming.

DAVE TYSON, veteran Philadelphia announcer, has been named night supervisor of WFIL, that city.

FRED GRAHAM, formerly of the announcing staff of the Don Lee Network, has rejoined KFEL, Denver. Duncan Wagner, formerly with KGFW, Kearney, Neb., also has joined KFEL.

FLOYD FARR, announcer of KDYL, Salt Lake City, has been invited to lecture on "Radio and Education" at Utah U.

IVAN STREED, production manager of WHBF, Rock Island, Ill., spoke to the state convention of Parent-Teachers Oct. 27 on "Making PTA Radio Programs More Valuable."

DORIAN ST. GEORGE, formerly of WLVA, Lynchburg, Va., and participant in several NBC dramatic shows in Radio City, has joined the NBC announcing staff in Washington.

CLAUDE SWEETEN, formerly musical director of KFRC, San Francisco, has been appointed to a similar position with KEHE, Hollywood, and succeeds Cy Feuer who joined the station a few months ago.

BRUCE ROBERTSON (no relation to New York manager of BROADCASTING) and Carl Erickson were added to the WJJD, Chicago, announcing staff Nov. 8. Robertson was formerly chief staff announcer at KXBY, Kansas City, while Erickson has been chief announcer at WROK, Rockford, Ill.

Avalon Buying

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), made the largest afternoon time purchase on any Chicago station (excluding baseball sponsors) when it signed a contract Nov. 8 to use two hours daily except Sunday on WJJD, Chicago. The program, conceived and sold by Herb Sherman, WJJD commercial manager, is literally a verbal sports edition with a complete editorial staff headed by Warren Brown, of the *Chicago Herald & Examiner*, assisted by Jimmy Dudley and Russ Hodges together with others yet to be named. Every type of sport will be covered during the two hour session. BBDO, New York,, is the agency.

Lottridge to KTUL

APPOINTMENT of J. Buryl Lottridge as commercial manager of KTUL, Tulsa, and of Joseph W. Lee, manager of KTOK, Oklahoma City, as his successor as managing director of the Oklahoma Network, was announced Nov. 3. Mr. Lottridge became managing director of the network several months ago.

Bruce Barton

(*Continued from page 41*)

sey Alice, 20, and Bruce, Jr., 16. In addition to his residence at 117 E. 55th St., Mr. Barton has a country home at Foxboro, Mass., where his family has owned land for more than 40 years. He is a member of the Authors League of America, Advertising Club of New York, University Club of New York, Bl'nd Brook Club and Amherst Club of New York. An excellent golfer and bridge player, his chief extra-curricular activity is reading, and while his particular interests are history and biography he somehow finds time to keep up with the important literature in all fields.

His radio philosophy was summed up in a talk at a radio industry banquet in 1928 when, speaking for all listeners, he said: "In this great thing that we call radio you have something which is so much greater than yourselves, which is so miraculous, which has in it such tremendous power for good or evil, that we feel that everybody connected with it ought to regard it with a certain sense of awe and reverence. Give us better programs, even, than you think we can appreciate. Raise our standards of taste. Don't be afraid to do the courageous thing in experimenting with so great a force in the interest of great and good causes."

On Your Mark . . . .
Get Set . . . . GO!

Wouldn't you like to "dip in" . . . to "go after" . . . and "take" your full share of the millions of dollars of business Radio is bringing every day.

Radio has sold so many things successfully in the Southwest. A Radio campaign on KTAT will sell your merchandise, product, or service.

Now's the time to start, with a heavy volume of Winter business in view.

And, KTAT is the Station to use to cover the RICH FORT WORTH MARKET completely and economically.

TARRANT
BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*
1000 Watts—Full Time

Radio Station
KTAT

National Representatives:
FREE & PETERS, Inc.
New York San Francisco Detroit Los Angeles Chicago Atlanta

Results COUNT MOST
WJAR
NBC - RED
Rhode Island's Leading Station
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

•
News
is your best bet
TRANSRADIO
•

XUM

Studio Notes

WJMS, Ironwood, Mich., celebrated its sixth anniversary Nov. 1. A dramatic program was presented depicting the history of the efforts to secure a license for a radio station in Ironwood by William L. Johnson, whose father, the late Marius Johnson, was the original licensee, which extended over a four-year period. Events surrounding the organizing, installing and officially inaugurating on the air of WJMS by Noel C. Ruddell, the present and only manager WJMS has had, and all the highlights of progress made during six years, were presented by the entire staff of the station. Before putting WJMS on the air in 1931, Mr. Ruddell was the first manager of WBOW, Terre Haute, Ind.

WGN, Chicago, has secured exclusive broadcasting privileges for all home games played by the Chicago Blackhawk hockey team for the fifth consecutive year. Bob Elson will be at the mike.

SAINT JOHN, New Brunswick, has just had an infantile paralysis scare and CHSJ provided radio lessons to the pupils while schools were closed. The New Brunswick department of public health closed all schools during the epidemic.

WNOX, Knoxville, celebrated its 15th anniversary Nov. 3. Established Nov. 3, 1922, WNOX is the oldest licensed station in Tennessee.

CKNX, Wingham, Ont., on Nov. 1 doubled its power, installing a 100-watt transmitter authorized in September. Robert J. Deacham, member of Parliament, officiated at the dedicatory program. Three accounts were started at the same time—Bulova Watch Co., Templeton's Ltd., and W. K. Buckley Ltd.

KFJM, Grand Forks, N. D., in cooperation with CKY, Winnipeg, Canada, broadcast the recent North Dakota U football game which was played in Winnipeg. Elmer Hanson, KFJM sportscaster for the sponsor, Regans Holsum Bread, gave the play-by-play description.

KIDO, Boise, Ida., has started a regular musical series from the Idaho State Penitentiary, thrice weekly. The inmates work out the programs themselves on the basis of mail requests.

KFRU, Columbia, Mo., has started another winter series of night classes for newscasters from the Missouri U school of journalism under the direction of George Guyan, program director. During the past six months three former KFRU students have joined KVOO, Tulsa; KMBC, Kansas City, and KWTO, Springfield, Mo., as newscasters.

MACY JEWELRY Co., new St. Louis firm, offers correct time any time of the day or night. The sponsor's program, broadcast by WIL, St. Louis, is titled *Night & Day*.

WATL, Atlanta, has started that city's first broadcasts in Yiddish. Series, broadcast Sunday evenings, features Mr. and Mrs. A. R. Mason in dramatic sketches.

THE safety program of WMPS, Memphis, is sent over the police station and is heard by all occupants of police squad cars.

ARRANGEMENTS have been completed with WICC, Bridgeport, Conn., and the state champion girls bowling team of Connecticut to present the team under the WICC banner for the season.

WOPI, Bristol, Tenn., on Nov. 15 was to open permanent studios in the Homestead Hotel, Kingsport, 20 miles away. An inaugural program was to include salutes to local business firms and industries.

Much Safer

FRANK AUSTIN, sports commentator of KDYL, Salt Lake City, is commenting from the third row at local wrestling matches since Jack King jumped out of the ring, grabbed Austin, applied a headlock, and dragged him into the arena. The strong man later apologized and said he was momentarily confused by a crack on the head as he went through the ropes.

CHICAGO Radio Artists will hold their first annual Radio Costume Ball Nov. 27 with proceeds to be devoted for the Radio Artist's Fund of Chicago, a social organization.

WAAF, Chicago, has started a new quarter-hour Sunday afternoon program called *Quickies* which contains 15 separate and distinct features. Included are music, news, style notes, drama and comedy. Program is sponsored by Gordon Credit Clothing Co. with Sherman Perlman Co., Chicago, agency handling the account. Exactly opposite of the *Quickies* broadcast is a full-hour *Once Around the Clock* program also heard on Sunday afternoon, a variety show. Sundberg Electric Co., Chicago (electrical appliances) thru Selviair Broadcasting System Inc., Chicago, sponsors the latter program.

TWO Chicago stations, WBBM and WIND, have started programs in which recordings are made of interviews with housewives and others and broadcast later.

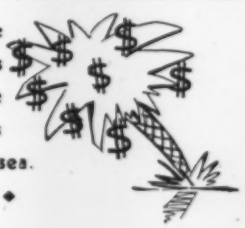
KQW, San Jose, is presenting each Thursday night a program for amateur announcers. Station invites embryos desiring to try-out before the microphone to participate on the affair. The turn-out has been heavy. Edward Calder is the master of ceremonies.

KWTO, Springfield, Mo., is now taking the air at 5 a. m. with a program aimed at the rural audience.

WNEW, New York, has issued a new rate-card, effective Nov. 15, on which "package" rates are quoted for *Make Believe Ballroom*, *Joymakers*, *Milkman's Matinee*, and news broadcast periods. Rates for these features are up from 10% to 35%. No other rate changes have been made.

MICROPHONES were placed in a U. S. District Court by WMCA, New York, to pick up the ceremonies attending the admission of 300 aliens to American citizenship.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

STUDENTS in Philadelphia's vocational schools tell "what we did in school today" in a Thursday afternoon series on WFIL titled *School Days*. Presented under joint auspices of the WFIL educational department which is supervised by Margaret Schaefer and the local board of education, the series will feature dramatic skits and round table discussions.

MAUDE ADAMS' debut as a stage director will be broadcast on the NBC-Red network on Nov. 20. Miss Adams' production of Rostand's *Chantecler* will be heard from the auditorium of Stephens College, Columbia, Mo., where she is teaching dramatics and experimenting with new ideas in sound effects and lighting.

WCAU, Philadelphia, is presenting a weekly series called *Dramas of Science* featuring members of the local Franklin Institute. Dramatized biographies of leaders in science and industry are highlighted.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful station
★
850 KC 10,000 WATTS
★
affiliated
C.B.S.

DON'T BLAST THEM HILLS, BOYS!

If you're a-huntin' fer gold in Kentucky, fellers, dig right here in Louisville—there ain't no gold in them hills! . . . Louisville City Limit *alone* furnishes 74% of the drug sales, for instance, in the 25 counties comprising the Louisville Trading Area! It furnishes 67.8% of the area's food sales. . . . So use WAVE (an N. B. C. outlet) to cover *Louisville*—at less cost!

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KHJ, Los Angeles

American Tobacco Co., New York (Roitan cigars), 3 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., New York.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 80 *ta*, thru Badger & Browning Inc., N. Y.
Dr. Frank B. Robinson, Moscow, Ida. (religious), 6 *ta*, thru Izzard Co., Seattle.
McCoy Health Institutions, Los Angeles, (health service), 2 weekly *sp*, thru J. H. Withington Co., Los Angeles.
Procter & Gamble Co., Cincinnati, (Crisco), 90 *ta*, thru Compton Advertising Inc., N. Y.
Golden Bear Coffee Co. Ltd., Los Angeles (Breakfast Club coffee), 2 weekly *sa*, thru Philip J. Meany Co., Los Angeles.

WGY, Schenectady

Best Foods Inc., New York (Nucoa), daily *sa*, thru Benton & Bowles Inc., N. Y.
R. B. Davis Co., Hoboken, N. J. (baking powder), 2 weekly *sp*, thru Charles W. Hoyt Co., N. Y.
Rumford Chemical Works, Providence, R. I., 2 daily *sa*, thru Atherton & Courier Inc., N. Y.
American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago (canned food), 6 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
American Oil Co., Baltimore, 2 weekly *sa*, thru Joseph Katz Co., Baltimore.
Knox Gelatine Co., Johnstown, N. Y., 6 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.

WPTF, Raleigh, N. C.

Kraft-Phenix Cheese Corp., Chicago, 18 *sa*, thru Needham, Louis & Brorby Inc., Chicago.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Inc., Milwaukee.
American Oil Co., Baltimore (Amoco), 12 *sa*, thru Joseph Katz Co., Baltimore.

WEAN, Providence

Felber Biscuit Co., Columbus, O. (Kenneth crackers), 14 *sa*, thru Harry M. Miller Inc., Columbus.
Kellogg Co., Battle Creek, Mich. (cereals) 21 *sa*, thru Chambers & Wiswell Inc., Boston.

WNAC, Boston

Best Foods Inc., New York (Nucoa), 26 *ta*, thru Benton & Bowles Inc., N. Y.
Deerfoot Farms, Southbridge, Mass. (Meat products), 39 *sa*, thru N. W. Ayer & Son Inc., Boston.

WHBF, Rock Island, Ill.

United Drug Co., Boston (Rexall sale), 5 *t*, thru Street & Finney Inc., N. Y.
M. L. Clein Co., Atlanta (Menthomulsion), 6 weekly *t*, thru Rawson-Morrill Inc., Atlanta.

WOOD-WASH, Grand Rapids

Booth Fisheries, Chicago (Tastyloins), 39 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Durkee Famous Foods Inc., Elmhurst, N. Y. (margarine), 26 *t*, thru C. Wendel Muench & Co., Chicago.
Lever Bros. Co., Cambridge (Spry), 208 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Anacin Co., Chicago (proprietary), 156 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Barton Mfg. Co., St. Louis (Dyanshine), 52 *sa*, thru Anfenger Adv. Agency, St. Louis.
Gamble Stores, Minneapolis (antifreeze), 48 *sa*, thru BBDO, Minneapolis.

WAAF, Chicago

American Poultry Journal, 6 weekly *sa*, thru Schillin Adv. Agency, N. Y.
Busch Jewelry Co., Pittsburgh, 35 weekly *sa*, thru Sayre Adv. Co., Pittsburgh.
Bulk Oil Co., Chicago (gas stations), 6 weekly *sp*, thru Lee Biespel, Chicago.

CKNX, Wingham, Ont.

Bulova Watch Co., Toronto, 1825 *sa*, direct.
W. K. Buckley Ltd., Toronto (proprietary), 6 weekly *ta*, direct.
Nyal Drug Co., Windsor, 12 *sa*, direct.

KVOE, Santa Ana, Cal.

Golden Bear Coffee Co. Ltd., Los Angeles (Breakfast Club coffee), 2 weekly *sa*, thru Philip J. Meany Co., Los Angeles.

KSFO, San Francisco

R. L. Watkins Co., New York (Dr. Lyons toothpaste), 5 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

WICC, Bridgeport, Conn.

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 Cigar), 260 *sa*, thru Broadcast Advertising, Inc., Boston.

KGW, San Jose

Seven-Up Bottling Co., San Francisco (soft drink), weekly *t*, thru Beaumont & Hohman, San Francisco.

WOR, Newark

Stokely Bros. & Co., Indianapolis (Van Camp Food Products), 5 weekly *t*, thru Raymond R. Morgan Co., Hollywood.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Washington State Apples Inc., Wenatchee, Wash., 5 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
De Soto Motor Corp., Detroit (motor cars), weekly *t*, thru J. Sterling Getchell Inc., N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 6 weekly *sp*, thru Lord & Thomas, Los Angeles.
Modern Living Health Institute Inc., New York (Hood-Lax and Calpar), 3 weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Colgate - Palmolive - Peet Co., Jersey City (soap and Supersuds), 5 weekly *sp*, thru Benton & Bowles Inc., N. Y.
Blue Moon Cheese Co., Minneapolis, 5 weekly *sp*, thru BBDO, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 5 weekly *sp*, thru Henri, Hurst & McDonald Inc. Chicago.
Schoomaker Laboratories, Caldwell, N. J. (cold remedy), 2 weekly *t*, thru Luckey Bowman & Co. Inc., New York.
Laird & Co., Scobeyville, N. J. (apple cider), 3 weekly *t*, direct.

WNEW, New York

Gruen Watch Co., Cincinnati, 24 weekly *sa*, thru McCann Erickson Inc., N. Y.
Bulova Watch Co., New York, 70 weekly *sa*, thru Biow Co. Inc., N. C.
Lever Bros., Cambridge, Mass. (Spry), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Knox Co., Los Angeles (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.

KJBS, San Francisco

Liberty Orchards Co., Cashmere, Wash. (seeds, plants), 6 weekly *sa*, thru Beaumont & Hohman Inc., San Francisco.

Drawn for BROADCASTING by Sid Hix

"Have This Fan Mail Picture Retouched—I Can Still See Some of the Boxes Under the Letters."

KDKA, Pittsburgh

E. L. Knowles Co., Springfield, Mass. 182 *sa*, thru Lawrence M. O'Connell, Springfield.
Lewis Howe Co., St. Louis, 39 *t*, 390 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Pacquin Lab. Corp., New York, 52 *t*, thru Wm. Esty & Co. Inc., N. Y.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Bayuk Cigars Inc., Philadelphia, 40 *sa*, thru McKee-Albright & Ivey Inc., Philadelphia.
Utica Knitting Company, Utica, N. Y., 30 *sa*, thru John Thomas Miller, N. Y.
Penick & Ford Ltd., New York, 300 *sa*, thru J. Walter Thompson Co., N. Y.
Olds Motor Works, Lansing, Mich., 13 *t*, thru D. P. Brother & Co. Inc., Detroit.
Oneida Ltd., Oneida, N. Y., 13 *t*, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 78 *sa*, thru Joseph Katz Co., Baltimore.
Ward Baking Co., New York. 195 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Anderson Co., Gary, Ind., 42 *sa*, thru Schwab & Beatty Inc., N. Y.
Pinex Co., Ft. Wayne, Ind., 132 *sa*, thru Russell M. Seeds Co., Inc., Chicago.
Bernard Perfumers, St. Louis, 62 *sp*, thru Sel Johnson Co., St. Louis.

KNX, Hollywood

Bulova Watch Co., New York (watches), 70 weekly *sa*, thru Biow Co. Inc., N. Y.
Standard Oil Co. of Cal., San Francisco, 21 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Skinner & Eddy Corp., Seattle (Peter Pan canned salmon), 7 weekly *sp*, thru J. William Sheets, Seattle.
Stockton & Jones Co., Los Angeles (S. & J. Prune Pudding), 5 weekly *sp*, thru Charles H. Mayne Co., Los Angeles.

KSFO, San Francisco

Folger Coffee Co., Los Angeles (coffee, tea, spices) 5 weekly *t*, thru Raymnod R. Morgan Co., Los Angeles.
Van Camp-Stokely Co., Los Angeles (pork and beans) 5 weekly *t*, thru Raymond R. Morgan Co., Los Angeles.
Milens Inc., Oakland (jewelry) 6 weekly *sp*, thru Theodore Segall, Francisco.

WHO, Des Moines

Chrysler Corp., Detroit (De Soto), 13 *t*, thru J. Stirling Getchell Inc., Detroit.
Allis-Chalmers Mfg. Co., Milwaukee, 90-minute program, thru Bert S. Gittins, Milwaukee.
Paxton & Gallaher Co., Omaha (Butternut coffee), 135 *sp*, thru Buchanan-Thomas Adv. Co., Omaha.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 6 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Loma Linda Food Products Co., Loma Linda, Cal. (health foods), weekly *sp*, thru Lisle Sheldon Radio Adv., Los Angeles.

WHN, New York

R. L. Watkins Co., New York, (Dr. Lyons' tooth powder), 5 weekly *t*, 52 weeks, thru Blackett-Sample-Hummert Inc., N. Y.
Coca-Cola Bottling Co. of New York, 5 weekly *t*, 13 weeks, thru D'Arcy Adv. Co., N. Y.

KPO, San Francisco

Lady Alycia Beauty Products, Oakland (cosmetics), 2 weekly *sp*, thru Frank Cox & Staff, Oakland.

WAAB, Boston

United Service Stores Inc., Boston (Shure-Fine Coffee), 13 *sp*, direct.

WMCA, New York

H. P. Carr Co., New York (tooth powder), 5 weekly *sp*, direct.

Radio Advertisers

IN THE Nov. 1 issue of BROADCASTING it was reported that Nestle's Milk Products Inc., New York, testing *Mad Hattersfields* on two stations of the WLW Line through Lord & Thomas, New York, is the maker of milk chocolate bars and hot chocolate. The agency states that the program advertises the sponsor's Lion Brand evaporated milk, and has no connection with the chocolate business, which is a separate organization.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), sponsoring a new program on 2 Mutual stations, has changed the name of the program to *Melody Puzzles*. It started Nov. 2 and is heard each Tuesday on WOR, Newark, WNBF, Binghamton. Agency is Lord & Thomas, New York.

SPECIALTY SALES Co., Atlanta, for BB headache powder, has bought the six-hour *Dancing Till Dawn* Saturday night program of WATL, Atlanta. The show was a sustainer for two years.

PRESIDENT Theater, San Francisco (motion pictures) on Nov. 4 started a schedule of quarter-hour news broadcasts simultaneously over KGGC, San Francisco and KLS, Oakland, which are being presented nightly except Sunday. Harry LeRoy and Rene LaMarr are the two voices on the broadcasts. Stations are using International News Service copy.

MASTER JEWELERS Co., Chicago (chain of seven jewelry stores) has added a third program on WCFL, Chicago. The new show, called *Keeping Time With Master Jewelers*, is broadcast daily except Sunday 7:30 a. m. Other programs on WCFL are a full hour Sunday evening and a quarter-hour Wednesday and Friday evenings. I. J. Wagner Adv. Agency, Chicago, handles the account.

E. FOUGERA & Co. Inc., New York (Vapex), on Nov. 5 added WAAB, Boston, for *Let's Play Games*, program featuring Jane Martin previously heard only on WOR, Newark. Other stations may be added later. Agency is Small & Seiffer Inc., New York.

GORDON BAKING Co., Detroit, New York and Chicago, (Silver Cup bread), has appointed Young & Rubicam Inc., Detroit, to direct advertising, effective Nov. 29. The company's *Lone Ranger* program, now heard on the Mutual network, will continue with no changes. Harry Ackerman of the agency's New York office, will go to Detroit to produce the show.

MILK — Martha Deane, WOR's feminine commentator, on Oct. 28 did her broadcast from the Rotolactor at the dairy of the Walker-Gordon Laboratory Co., Plainsboro, N. J., one of her sponsors. Henry W. Jeffers, president of the company and inventor of the famous cow "merry-go-round" milking machine, and Alfred S. Cook, Walker-Gordon advertising manager, also spoke on the broadcast.

UNDERWOOD, Elliott Fisher Co., Toronto (office machinery), is running 26 Sunday afternoon piano recitals by Ernest Seitz, pianist, from the new studios of Associated Broadcasting Co. Ltd., Toronto, over CRCT, Toronto; CBO, Ottawa, and CFCF, Montreal. The account was placed through J. J. Gibbons Ltd., Toronto.

CJRC, Winnipeg, has concluded negotiations for exclusive rights to the broadcasts of 10 major professional hockey games played in the United States this season. The station will use local sponsors.

SITROUX Co., New York (face and mentholated tissues), on Nov. 5 started a weekly quarter-hour program on WOR, Newark, featuring Allie Lowe Miles and Sedley Brown. Agency is Franklin Bruck Adv. Corp., New York.

CYCLES TRADES of America, New York, has placed its account with Campbell-Ewald Co., of New York.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), sponsor of *Ivory Tower* on WOV, New York, on Nov. 1 started repeat broadcasts of the same program on WCOP, Boston, from noon to 12:15 p. m. Mondays through Fridays. Program, in Italian and English, stars Giuseppe Loffredo. Compton Adv. Inc., New York, is agency.

FIRESTONE TIRE & RUBBER Co., Akron, will sponsor five quarter-hour programs direct from the International Livestock Exposition in Chicago Nov. 29-Dec. 3 over NBC-Blue.

UTILITIES Engineering Institute, Chicago, (air conditioning courses), added CKLW to its quarter-hour transcription series. First United Broadcasters Inc., Chicago, is agency.

JOHN WIELAND has been elevated to the advertising managership by Standard Oil Co. of Ohio.

GRANADA VINEYARDS Inc., Cambridge, Mass. (winery), has placed its account with David Malkiel Adv. Agency, Boston.

HONOR BRAND Frosted Food Corp., New York, has appointed N. W. Ayer & Son Inc., New York to handle its entire line. Earl B. Thomas is account executive.

MURINE Co., Chicago (eye lotion), has placed its business with BBDO, Chicago. No definite radio plans have been formulated yet according to a spokesman for Robert B. Barton and L. Edward Scriven, account executives.

DAVIDSON BAKERIES (chain of bakeries) and Davis Jewelry Co. (retail jewelers) both of Chicago, have placed their radio advertising with Ford, Browne & Matthews, Chicago. The bakery firm has started daily spot announcements on WJJD, Chicago.

Commercials Cut

SHERWIN-WILLIAMS Co., Cleveland (paints), sponsor of *Metropolitan Opera Auditions of the Air*, broadcast Sundays on the NBC-Blue network, is reducing commercials on the program to a minimum, on the theory that good-will and listener interest will be increased sufficiently to offset the usual commercials. Commercial announcement in the middle of the program has been dropped altogether, and opening and closing sponsor identification is put in as few words as possible, according to the agency, Cecil, Warwick & Legler Inc., New York.

VALUPTE Inc., New York (vanities, compacts, cigarette cases), has appointed Abbott Kimball Co. Inc., New York, to direct advertising. Spot radio will be used in four cities.

DENNISON MFG. Co., Framingham, Mass., has appointed Grey Adv. Agency Inc., New York, to direct advertising. E. R. Weiss, vice-president, is account executive. Use of radio is now under consideration.

CURTIS FURNITURE Co., New York, has appointed Alvin Austin Co., New York, to direct advertising and merchandising. Radio may be used later in the season.

CHICAGO dailies have turned to radio to boost street sales in Omaha since the city became a one-newspaper town a month ago. The *Chicago Herald-Examiner* (Hearst) is now carrying a spot campaign over WOW.

WJDX
THE VOICE OF MISSISSIPPI
Mississippi
JACKSON
Right from the Heart!
5000 WATTS
NBC
owned by
LAMAR LIFE INSURANCE CO.

50,000 WATTS - NATIONALLY CLEARED CHANNEL

Proved Primary Listening Area

Population— 4,932,307
Families— 1,267,519
Food Sales— $292,726,998
Drug Sales— $52,545,833
Radio Homes— 904,999
Passenger Cars— 962,233
Filling Station Sales— $77,575,083
Income Taxpayers— 134,204
Total 1936 Sales— $2,738,119,583

WHAS

The More You Tell the More You Sell

This station covers ALL the rich Ohio Valley where TODAY there is more money to spend and a greater itch to buy than at any other time since 1930.

820 Kilocycles
C.B.S. Outlet

EDWARD PETRY & COMPANY
National Representatives

COURIER-JOURNAL & LOUISVILLE TIMES STATION

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

Bannan Rep. Office

Miss Bannan

BERTHA BANNAN, for several years space buyer for the James F. Fay Advertising Service, Boston, has established offices as the first woman in that city actively to engage in the radio representative field. She reports her list as WCSH, Portland; WTAG, Worcester; WSPR, Springfield; WTIC, Hartford; WJAR, Providence; WLBZ, Bangor; WFEA, Manchester, and WLNH, Laconia. Miss Bannan has been in the advertising business for the last 12 years and in radio since 1933.

OPEN FOR SPONSOR
"THIS WOMAN IN WHITE"
Mystery Serial
By
ADILA COMER
A thrilling new radio show set in Elite Residential Hollywoodland.
26 15-Minute Scripts.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Reps Merge in Canada

MERGER of two station representative firms servicing stations of Western Canada has just been announced, effective Nov. 1. United Broadcasting Sales Ltd. has merged with All-Canada Radio Facilities Ltd. and the new concern will bear the latter name. The move brings under one firm the representation of the majority of western Canadian stations, for the two companies had practically dominated the western territory. Although not officially announced, it is believed that H. R. Carson, managing director of the former United Broadcast Sales Ltd., will be managing director of the new company. The new concern will maintain a complete transcription service and is equipped to prepare transcribed shows for sponsors. Offices will be maintained in Montreal, Toronto, Winnipeg, Calgary and Vancouver.

McDermott to Agency

G. B. McDERMOTT, who recently resigned as national sales representative of NBC-managed and operated stations in Chicago, on Nov. 8 joined the Kirtland-Engel Co., Chicago, as radio director. Mr. McDermott joined the local sales department of NBC-Chicago in 1932, coming from WBS, later being named commercial manager of the NBC-Chicago owned and operated stations, WMAQ and WENR, a position he held until promoted to the national sales post last March.

Reps

NORTHERN BROADCASTING Co. Ltd., owning Northern Ontario stations CJKL, CKGB and CFCH, has opened a Montreal sales office in the Dominion Square Bldg., with Don Bassett transferred from the Toronto office in charge. Jack Cooke has been placed in charge of the Toronto office. He was formerly with CJCS, Stratford, a station partly owned by Roy Thompson, president of Northern Broadcasting Co. The three stations have been added to the basic commercial network of Canadian Broadcasting Corp.

CRAIG & HOLLINGBERY, radio station representatives, recently opened West Coast offices at 564 Market St., San Francisco. The company also has offices in New York, Chicago, Detroit and Jacksonville. The branch will be under the supervision of J. Leslie Meek, active in the radio and newspaper field on the Coast for 10 years.

C. L. SLEININGER, for the last year with Transamerican Broadcasting & Television Corp., Chicago, on Nov. 8 joined Gene Furgason & Co., Chicago, as manager of the Chicago office. With Mr. Sleininger's appointment, Mr. Furgason plans to spend more time traveling.

THE Canadian office of Joseph Hershey McGillvra, Toronto, has been appointed exclusive representative for Ontario and Quebec for the three James Richardson stations in western Canada — CJRC, Winnipeg; CJRM, Regina, and CJAX, Yorkton.

AUSTIN JOCELYN, formerly of Free & Peters Inc., has joined the Chicago sales staff of Radio Sales Inc.

WEED & Co. has been appointed national representative of KFBB, Great Falls, Mont., effective Nov. 15.

WJMS, Ironwood, Mich., has appointed Mitchell & Ruddell Inc. as its representative.

Jonathan Dorr Pierce

JONATHAN DORR PIERCE, 35, president of Bermingham, Castleman & Pierce Inc., New York agency, died at his home in New York Nov. 6 following a short illness. A Princeton graduate of 1924, he formed the agency with Arch Bermingham and the late Samuel Castleman in 1931. The agency handles such radio accounts as Beneficial Industrial Management Corp., Newark (finance); Conti Products Corp., New York, and Griffin Mfg. Co., Brooklyn (shoe polish). He is survived by his widow and a young daughter.

RADIO
NEA
News Features
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
230 Park Avenue New York

McClatchy Now Manages California Radio Group; Ford Billings Resigns

FOLLOWING consultations in San Francisco between Emile Gough, vice-president of Hearst Radio Inc., and Guy C. Hamilton, general manager of the McClatchy radio stations and newspapers, Mr. Hamilton announced that the McClatchy interests has taken over complete management of the California Radio System as of Nov. 8. At the same time it was revealed that Ford Billings, Hearst Radio executive in charge of Pacific Coast operations, who has been supervising the regional network, has resigned from the Hearst organization. Howard Lane, business manager of McClatchy Broadcasting Co., will supervise the network setup.

Mr. Hamilton

With the withdrawal of Hearst from its tieup with McClatchy in the cooperative operation of the state network, KFWB, Hollywood, becomes the Los Angeles outlet in lieu of KEHE, the Hearst Los Angeles station. KYA, San Francisco Hearst station, remains as the bay district outlet. The McClatchy California stations comprise the remainder of the network as before—namely, KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

KFWB, owned by Warner Brothers, and KYA will feed programs to the hookup, as will KFBK. The network will be represented nationally by Transamerican.

Grant in Chicago

GRANT ADV. Inc., Dallas agency, has opened a Chicago office with Joseph L. O'Connor, formerly with the Myer-Both Adv. Co., Chicago, in charge. The Grant agency has recently been appointed to handle all advertising for Mars Inc., Chicago (candy bars), which has used radio extensively in the past. No definite radio plans have been formulated yet according to Mr. O'Connor. Mr. Grant, account executive for Mars, is currently dividing his time between Dallas and Chicago.

Castleberry's Adding

THE *Riddle Man* series of Castleberry's Food Co., Augusta, Ga., which started on WMAZ, Macon, has been extended to WATL, Atlanta, WAIM, Anderson, S. C., WRDW, Augusta, and will be placed soon on WJAX, Jacksonville, Fla. Cans of food and pressure cookers are given listeners, who get their awards at grocery stores. This feature has caused many grocers to stock the line. Groves-Keen Co., Atlanta, has the account.

Research Firms Unite

PAUL T. CHERINGTON and Market Research Corp. of America have merged, with Mr. Cherington becoming president. Other officers are Miss Pauline Arnold, Percival White, J. E. Graham, Richmond Watson. Offices are in Rockefeller Center, New York, and 120 S. LaSalle St., Chicago.

XUM

Agencies

APPOINTMENT of Phil Christol, formerly with Hearst, as vice-president and account executive on radio of Aircasters Inc., Detroit Agency, was announced Nov. 2. Dr. Ralph Campbell has joined the agency as treasurer and will be in charge of research, and Edwin G. Lenfestey becomes secretary and account executive on all business. Stanley G. Boynton, formerly of WJR, Detroit, remains as president. Miss Violet Cory is in charge of media for all publications.

BRACE BEEMER Inc., Detroit agency specializing in radio advertising, has opened new offices in the Maccabees Bldg. Nov. 3. King Bard, formerly with NBC and various radio stations throughout the country and former commercial manager of WOOD-WASH, Grand Rapids, has been added to the staff. R. H. Edsall has been appointed comptroller.

SHAW-BETTS Inc., Denver agency, has been dissolved. Robert J. Betts has formed Bot Betts Inc., 810 14th St., that city, and E. O. Shaw has formed the Shaw Adv. Agency, National Bank Bldg., Denver.

EARL L. HADLEY, formerly general manager of the Rudolph Wurlitzer Co., Chicago, has joined Henri, Hurst & McDonald, that city, as account executive. The agency will launch a broader program of merchandising service for its client, Fairbanks, Moore & Co., Home Appliance Division, Indianapolis, with the possibility that radio advertising will be used for the company's new radio which was recently put on the market.

DAVID P. BROWN, account executive at P. P. Dillis Corp., Chicago agency, and Brooks Middleston, account executive with Campbell-Ewald Inc., Detroit, from 1929 to 1936 have joined Blackett-Sample-Hummert Inc., Chicago, as account executives. They will work with O'Neil Ryan on the American Airline account which recently placed its business with B-S-H, Chicago.

CARLTON D. STODDARD, formerly with the *Journal-Stockman*, Omaha, has joined Bert S. Gittins, Advertising, to assist in handling the agency's agricultural accounts.

GEORGE McGARRETT, producer, and Bill Rousseau, assistant, of Young & Rubicam Inc., have gone to the West Coast to produce the Fred Allen *Town Hall Tonight* programs for Bristol-Myers Co., which will originate in Hollywood until Allen finishes his picture engagement. Harry Von Zell has also gone to Hollywood to announce the series. Bill Thomas, agency's publicity director in New York, has also gone out for the opening program.

COWLES & GOEHRING, publicity and advertising agency, has been formed at 250 Park Ave., New York. Principals are Reta Cowles, formerly with B. Altman & Co., Russeks' and *College Humor*, and Jack Goehring, formerly publicity and advertising director, Monocraft Products Inc., New York. The agency has been appointed to place advertising for Alexander Doll Co., New York (Quintuplet dolls). Radio may be used for the account after the first of the year.

FRANK LINDER, formerly in charge of production at WIXAL, Boston, has joined BBDO, New York, as assistant director of *March of Time*.

VAN SANT, DUGDALE & Co. Inc., Baltimore advertising agency, is installing a radio audition room for transcriptions and trial programs.

GRANT ADV. AGENCY, Dallas, has opened a branch office at 919 N. Michigan Ave., Chicago.

Stauffer-Franco Raised

Mr. Franco

ELEVATION of Carlos Franco from station relations manager to manager of the radio department of Young & Rubicam Inc., New York, has been effected coincident with the promotion of Donald D. Stauffer to vice-president in charge of radio. Mr. Stauffer has been manager of the radio department.

R. CALVERT HAWS has been transferred from the Chicago offices of Russell M. Seeds Co. Inc., to Hollywood. He has been placed in charge of production of the five weekly CBS *Hollywood in Person* program sponsored by General Mills Inc., working with Clay Osborne, manager of the Seeds Co. West Coast offices and Tom Wallace in charge of studio production. Sponsor has extended its southern California coverage to include KFWB, Hollywood as well as KNX, that city, adding the former station to its list Nov. 8.

CAL J. McCARTHY, vice-president of Ruthrauff & Ryan Inc., New York was in Hollywood early in November conferring with Tiny Ruffner, West Coast radio manager, on Lever Bros. program. Merritt W. Barnum, who accompanied Mr. McCarthy from New York, will remain in Hollywood as contact man on the CBS *Al Jolson Show*.

RICHARD N. HEATH, formerly Chicago representative of the *Ladies Home Journal*, on Nov. 1 joined Leo Burnett Co. Inc., that city as vice-president in charge of merchandising.

DONALD D. STAUFFER, manager, radio department, Young & Rubicam Inc., New York, will leave for the Coast about Nov. 18 to be gone a month.

WILLIAM J. THOMAS, head of Young & Rubicam Inc., New York, publicity department, is in Hollywood to confer with Bill Stuart, West Coast publicity director.

PAUL PIERCE, formerly copy editor of KFWB, Hollywood, has joined Howard W. Newton Co., Beverly Hills, Cal., advertising agency, as radio department manager.

JAMES VAN LEIW, formerly publicity director of Central States Broadcasting system, Lincoln, Neb., has been added to the writing staff of Radio Feature Service Inc., Hollywood.

MILTON WEINBERG, president of Milton Weinberg Adv. Co., Los Angeles, has returned to his desk after a two months eastern business tour.

• Are your SOUND EFFECTS up to Standard?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded from *life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio

180 N. Michigan Avenue, CHICAGO

BOB JOYCE, formerly of the M-G-M publicity department, Hollywood, has joined Jimmy Fritz & Associates, exploitation bureau in that city as partner and the firm name has been changed to Jimmy Fritz-Bob Joyce & Associates. Joyce heads the newly organized radio publicity department.

MARGUERITE LYON of the radio department of Henri, Hurst & McDonald Inc., Chicago, is in charge of a newly-created script writing department at the Hewitt School of English and Public Speaking, Chicago.

DOROTHY BARSTOW, head of the radio production department of McCann-Erickson Inc., New York, paid a visit to the San Francisco offices of the agency recently.

BABYLAND, largest exclusive baby shop in the Southwest, located at Tulsa, after six weeks on the air over KVOO, reports the largest business in its history and credits it largely to radio. Its show is directed to parents of children up to 3 and features Marguerite Munselle, harpist.

HOLLYWOOD NITE-LETTER

Send for free sample scripts of this new 5-minute Script Program. Original, authentic, breezy summary of the day's biggest news of the film capital, gathered by our own reporters. Air-mailed daily direct from Hollywood. Exclusive franchise still open in many choice cities. Cost is trifling. Wire today.

•

EARNSHAW RADIO PRODUCTIONS
6425 Hollywood Blvd., Hollywood, Calif.

YES, OUR "HOME TALENT" IS PRETTY LOUSY!

We admit with candor that Fargo "home talent," like that of other cities of similar size or smaller, is pretty lousy! But you can't tell our home folks that! They like it!

We've brought advertisers some swell results with our home-town boys and girls. Would you like an idea as to what we'd suggest for you?

WDAY, INC.

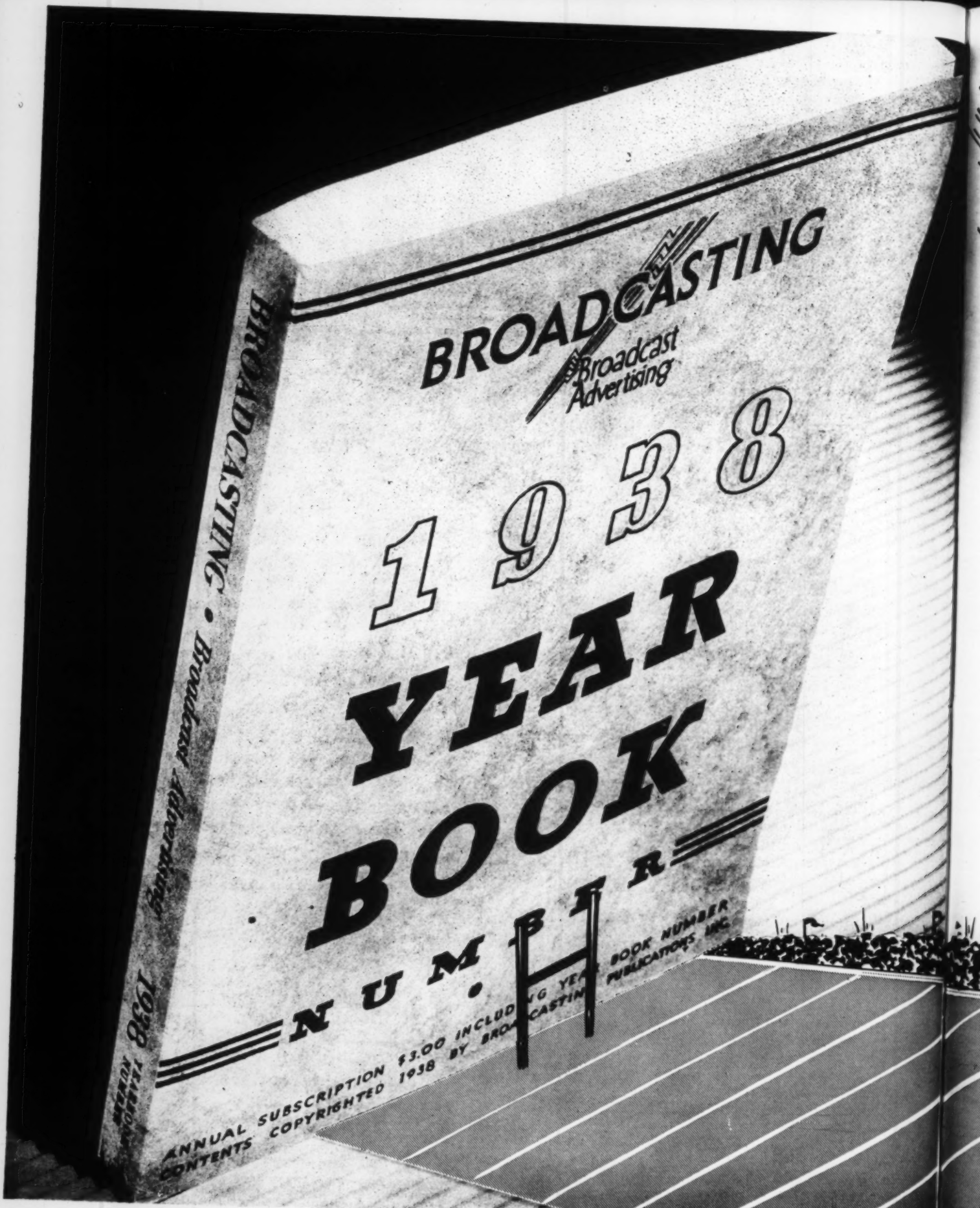
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT


BROADCASTING
Broadcast Advertising
1938
YEAR BOOK
NUMBER
BROADCASTING • Broadcast Advertising 1938 YEAR BOOK NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1938 BY BROADCASTING PUBLICATIONS INC.

XUM

3 points

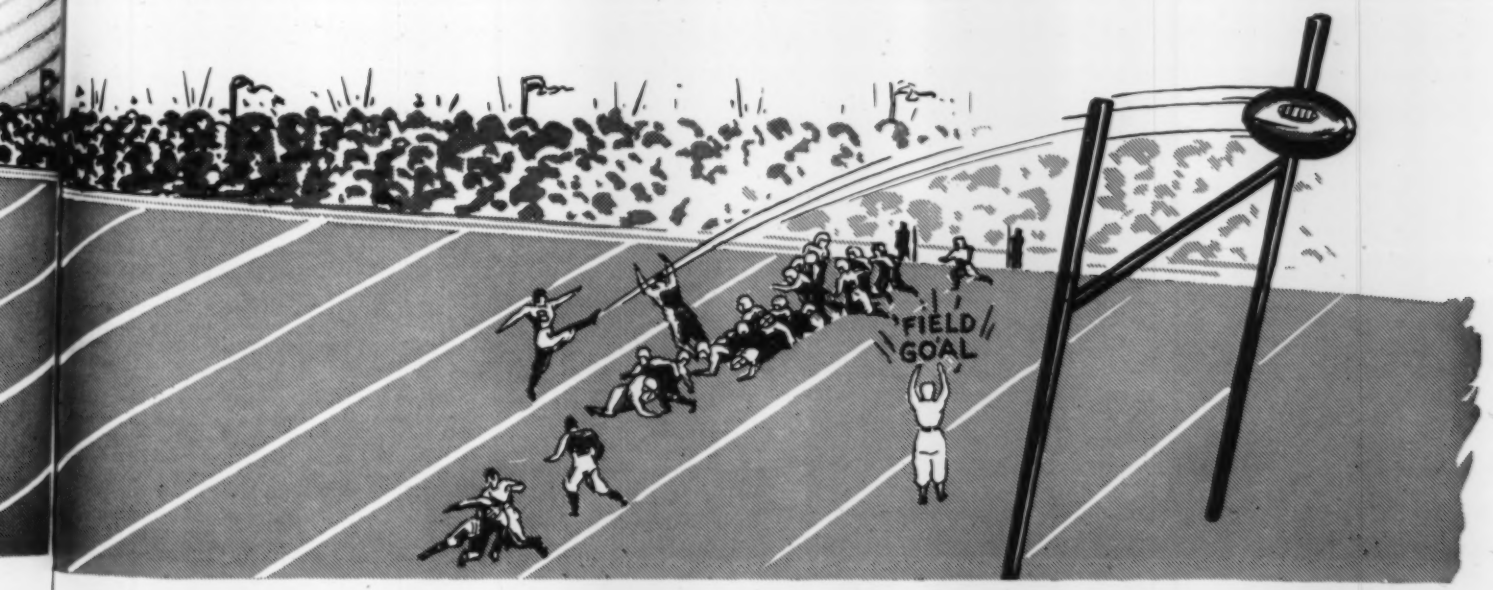
TO REMEMBER ABOUT THE **1938 YEARBOOK** NUMBER

1. Guaranteed circulation to all regular subscribers of BROADCASTING.

2. Indispensable to radio advertisers, time buyers, account executives, station and network executives, station sales managers and executives of all services relating to radio broadcasting.

3. Your year 'round advertising medium—regular rates and frequency discounts apply.

RESERVE SPACE TODAY!



XUM

ASTATIC

★
★
★

ENJOY STAR PERFORMANCE

With Astatic's New
Acorn Model T-3
Crystal Microphone

This is the instrument so highly praised for exceptional beauty, flexibility and performance at the recent National Trade Show. Tilting mount permits directional or non-directional position to control acoustic feedback. Complete with interchangeable plug and socket connector, cable and spring cable protector. Chrome finish. LIST PRICE $25.00.

ASTATIC
MICROPHONE LABORATORY, Inc.
Dept. O-2, Youngstown, Ohio

Licensed Under Brush Development Co. Patents

FCC Placed in a Glass House

(Continued from page 9)

vised procedure permitting any one to participate in such hearings. The CIO also condemned the FCC for "star chamber" proceedings in a resolution at its October convention in Atlantic City.

In the reforms to be instituted, Mr. McNinch declared steps would be taken to close the gap between the time decisions are announced and the formal statement of facts and grounds for the action is released. Now, anywhere from several weeks to several months elapse. While it may not be possible to announce both the bare action and the formal decision simultaneously, he said the effort would be to have the written opinion available within a much shorter span.

Policy Matters Awaited

Important changes in policy, notably in connection with broadcasting and its regulations, will await fuller consideration of the newly-constituted Commission. Changes in rules of practice and procedure, regarded as long overdue, will be reached with greater speed, Mr. McNinch said. Personnel reorganization, which may affect a substantial number of executives immediately below the Commission itself, probably will develop piecemeal and as the result of analysis of the functions of each department and branch of the Commission.

The three-man Broadcast Division held its final regular meeting Nov. 9, with Division Chairman Sykes, Division Vice-Chairman Case and FCC Chairman McNinch in attendance. It was the first meeting in three weeks, and a mass of miscellaneous matters was cleared, along with 10 docket cases based upon reports of examiners. But the docket was not cleared by any means, and practically all controversial cases ready for decision were passed over, presumably for action of the newly-constituted "division-less" body. Most significant, however, was the fact that a score or more of cases dealing with newspaper applications for new stations, or for acquisition of existing outlets, were passed over.

While there was no comment, this lack of action obviously grows out of the desire, if not the instruction, that consideration of all newspaper applications be suspended until the formulation of definite policies regarding newspaper ownership of stations.

When President Roosevelt drafted Mr. McNinch to assume the FCC chairmanship several months ago, it is understood he emphasized newspaper ownership of stations as one of the matters he would like to see cleared up. Legislation seeking separation of newspapers from station ownership, for the avowed purpose of thwarting "monopoly in public opinion", now is pending in Congress, and the issue sporadically has bobbed up with implied administration endorsement.

That the Commission, as a matter of policy, also plans to set for hearing all applications for new stations and for transfers of ownership, similarly was indicated at the final Broadcast Division meeting. A score of new station applications were so designated at that meeting. The only action on a transfer before it that day, which was set for hearing, was that for assignment of the license of WAPI, Birmingham half-time clear channel station, from three state colleges to an operating company in which CBS would assume a 45% interest, under a lease arrangement.

With the trend definitely toward procurement of more complete information on the fiscal and economic aspect of station applicants, it is more than likely that, in the reorganization ultimately effected, provision will be made for an economic unit on broadcasting within the FCC. This was recommended initially by T. A. M. Craven while he was chief engineer as a desirable and perhaps necessary step. The plan was to establish it as a part of the broadcast operations, but since the divisions have been abolished, such a unit may be encompassed in the functions of the accounting department under Chief Accountant W. J. Norfleet. The unit presumably would inquire into such matters as the ability of particular localities to support new stations for which applications are filed; to guage the degree of station competition that would be entailed and whether the addition of another station in a given market might imperil existing stations, and to check valuations in instances of proposed station sales.

Assignment of Attorneys

Thought is being given, it is understood, to the assignment of an attorney to each member of the FCC, in addition to his regular assistant. The attorney would act as the legal assistant to the commissioner and in that way assist in drafting of recommendations on the cases assigned to the member. Such an arrangement already exists in Chairman McNinch's office. Two attorneys, William J. Dempsey, former assistant general counsel of the Federal Power Commission—to the chairmanship of which Mr. McNinch plans to return when he completes his task at the FCC—and John J. Murray, former chairman of the Massachusetts Public Utilities Commission, now serve as Mr. McNinch's assistants.

Under the division structure, every member aside from the chairman himself, was either a chairman or a vice-chairman of a division. Those titles become non-existant with the new arrangement. The post of vice-chairman, held by former Commissioner Irvin Stewart, has not been filled, and probably will not be.

Four of the seven FCC members are well-versed in broadcasting matters—Sykes, Case, Craven and Brown, the latter having served as a member of the Radio Commission until it was succeeded by the FCC and as a member of the FCC Broadcast Division during its first year. Chairman McNinch, of course, has been on the FCC only six weeks, but appears to be assimilating a knowledge of its workings with amazing rapidity. Commissioner Walker has devoted practically all of his energies to the A. T. & T. investigation as chairman of the Telegraph Division, and Payne has been on the Telegraph Commission from the start.

Creation of a sort of "motions court" within the FCC, to clear miscellaneous legal pleadings on broadcasting, probably will be effected as a means of relieving the Commission of burdensome detail and at the same time of expediting action on such matters. Other reforms and refinements in legal and hearing procedure, long under consideration, are expected to grow out of the movement toward modification of rules of practice and procedure.

It is not unlikely that in such changes, there will be the requirement that applications for new stations automatically be designated for hearings; that applications for transfer of licenses be handled in a similar manner, and that competitive applications for facilities in the same geographical area be held in the field, rather than in Washington.

That Chairman McNinch will stay at the FCC a minimum of six months—probably longer — before

★ LEADING IN LOCAL BUSINESS

★ FIRST FOR NATIONAL SPOT BUSINESS

WSAI

CINCINNATI'S OWN STATION

★ TOP TALENT OF THE NATION'S STATION

★ RED NETWORK, NBC

★ THERE IS A REASON!

Spot NEWS!

United Press HEADLINE News every hour on the hour, from Vt.'s HEADLINE Station.

1390 KC

WQDM 1000 WATTS
ST. ALBANS VERMONT

returning to his chairmanship of the Power Commission, was indicated by the Administration's "trouble-shooter" during the last fortnight in his first radio address since taking over his new office Oct. 1. Interviewed over WBT Nov. 6 in his native Charlotte, N. C., where he stopped to visit relatives. Mr. McNinch said that when the President first announced his appointment he said he hoped the task could be completed in three months.

Much To Be Done

"I do not know how long it may take," he told the WBT audience. "I shall stay at the Communications Commission as long as it is the pleasure of the President to have me do so, and as long as I believe there is yet anything important that I might help do. I have no idea now, however, that I could do any worthwhile work there within the three-month period. And while I cannot undertake to say in terms of months how long I expect to be there, I doubt if I will be there less than six months, since I am unwilling to turn aside from this work, however intriguing it is to me, to go back to the Power Commission as soon as I can, until I had become convinced that I had made whatever contributions I could to the work of the Communications Commission. Therefore, I have enlisted for whatever period that may be in terms of possible accomplishment."

Himself a former mayor of Charlotte, Mr. McNinch was interviewed by the present mayor, Ben E. Douglas. It was the fourth time Mr. McNinch had spoken over the air, and although the interview was extemporaneous, William A. Schudt Jr., WBT manager, reported he showed no "mike fright" and acquitted himself with the skill and ease of a veteran mikeman.

Discussing broadcasting, he said its great possibilities are only partially developed, and added he hoped the holders of licenses will make further contributions toward the "finer things of life." He continued:

"I am glad to commend a great deal of the programs now on the air, but we lack the ability to make progress whenever, in any situation, we find ourselves satisfied with that which is. Always ahead of us, there should be some higher level toward which we aspire, and which we have the courage to hope to attain.

"I cannot speak specifically about the Communications Commission and its work for the very good reason that I do not know a great deal about it. I shall first be most active in any reorganization plans and problems that appear to me to demand immediate consideration, but soon I hope to push out into other fields of activity in broadcasting, and at the appropriate time I may make an appeal to the broadcasting industry and to the listeners to give to the Commission their fullest cooperation, in order that this most marvelous discovery of recent times, as yet in its infancy, may become one of the most potent and helpful influences in the United States."

McNINCH & MAYOR — While week-ending in his native Charlotte, Nov. 6, FCC's new chairman, Frank R. McNinch (left) was brought before the WBT microphones for an interview—his first radio speech since assuming his new post Oct. 1 and the fourth in his career. On the right is Charlotte's Mayor Ben E. Douglas, who served as interviewer. Mr. McNinch was himself formerly mayor of Charlotte.

Confab With Reporters

At his Nov. 11 press conference —the third since he assumed the FCC chairmanship Oct. 1—Mr. McNinch defined minutely the scope and import of the new procedure. He was besieged with questions by the score of newsmen present on the "political" aspects of the action.

Pointing out that the FCC is an independent commission created by Congress and having important administrative, legislative and quasi-judicial powers, the chairman said that for anyone to make a request of or a suggestion to a commissioner or staff member touching any pending quasi-judicial matter or for anyone to respond to such a request which is not a part of the record "does violence to the true conception of how an independent Commission should exercise its quasi-judicial function." He added this was not applicable to any purely administrative matter. Inquiries as to the status of cases were entirely proper, he declared, and the information would be available from the secretary's office.

"These candid statements are prompted not only by the conception of my associate commissioners and by myself as to the way in which the Commission should discharge the important powers and duties committed to it by the Congress," he went on, "but also because the Congress created the Communications Commission as an independent agency with quasi-judicial powers and the Commission is directly responsible to the Congress for the fidelity with which it discharges those delegated duties."

Discussing the new procedure designed to keep public officials advised on all matters pending before the FCC, Mr. McNinch declared that the Commission henceforth will dwell in a "glass house." He emphasized that no person would be precluded from giving competent testimony at any hearing and that this included private citizens as well as public officials. He added that hearsay testimony and irrelevant or incompetent testimony would necessarily be excluded.

The chairman explained that at the en banc meeting Nov. 10 a dozen department heads were consulted on the changed rules. He bluntly denied a published report prior to the announcement of the orders that he had charged "corruption' within the FCC. Declaring this was an "inaccurate state-

(*Continued on page 56*)

KMBC November Firsts

Arthur B. Church shook hands with Jimmie McConnell, (right) new head of artists' bureau. Listeners select programs not stations, and Arthur B. Church is out to see KMBC consistently presents the best on Middle Western air.

KMBC news department took seven league stride—Transradio Press bureau established. Erle Smith, KMBC News Editor, likes 24 hour news service, close touch with territory correspondents in 80 Kansas-Missouri towns now give him.

Studio Director Kenneth Krahl familiarized Dr. Fred Schumann (center) and Kenneth Cook (left) with KMBC short wave equipment. Facsimile, television, come what may, KMBC engineers are ready and waiting.

Personalities, programs, performance... KMBC leads in all three. The word is going 'round: "Forget claims and get down to facts. Put your program on KMBC."

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Nat'l Rep's.

LET'S TALK —

1,000 REASONS TO BE THANKFUL
★
WBNX NEW YORK
1,000 WATTS DAY AND NIGHT
"THE STATION THAT SPEAKS YOUR LANGUAGE"

XUM

In Washington

USING the new trailer studio of WBBM, Chicago, Tommy Bartlett, housewife interviewer, has started a new series *The Missus Goes to Market.* He visits grocery stores and chats with housewives while they are shopping. Interviews are transcribed. Fitzpatrick Bros. is sponsor for the new series, which promotes Automatic Soap Flakes, while *Meet the Missus,* another Bartlett program for the same sponsor, sells Kitchen Klenzer. Neisser-Meyerhoff Inc., Chicago, is agency.

* * *

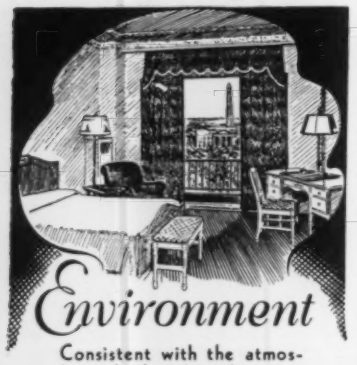
Unbroken Swing

ON THE theory that Saturday night is party night, KFRU, Columbia, Mo., broadcasts two-and-a-half solid hours of dance music unbroken except for station identification, orchestra and tune announcements every quarter-hour. Program is titled *Saturday Night Club.* KFRU inscribes in a book as "Patron Saints" those who send in questions and answers to the Three Wise Guys, heard every morning. They will receive recognition on "Judgment Day."

* * *

A Woman's Voice

MEN'S hats are sold in a Sunday afternoon series on WOAI, San Antonio, titled *For Gentlemen Only* which starts with a woman's voice half-whispering, "Sh-sh-sh. This is for gentlemen only!" Sponsored by Byer-Rolnick Co., Dallas, for its Resistol hats, the show features popular music. In addition to WOAI, it is heard on the Texas Quality net and WKY, Oklahoma City.



Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House
Overlooking Lafayette Park

WASHINGTON, D.C.

Purely PROGRAMS

X-Raying the News

THE FIRST radio program officially adopted as a part of the curriculum in the Junior and Senior High Schools of Minneapolis is broadcast on WCCO each Thursday at 2:30 p. m. The broadcasts, known as *News X-Rays,* represents the first attempt in Minnesota to correlate a radio study course with regular school studies. *News X-Rays* covers current happenings on the national and international scene. Important news events of far-reaching significance will be correlated with social science courses in the schools, including history, economics and sociology. The object of the series is to show students how their social study courses fit into the scheme of world events, and to give these courses a practical application. Narration of the programs is handled by Max Karl, assistant program manager of WCCO.

* * *

High Schools and Colleges

IN ADDITION to a 30-minute city high school program from WBAP, Fort Worth, each Saturday morning at 8:30, WBAP began a collegiate educational series on Nov. 6 with a quarter-hour to be broadcast each week immediately following the high school programs and to originate on the campuses of various Texas colleges and universities. On Nov. 6, Abilene Christian College, 150 miles distant, was aired. On Nov. 13, John Tarlton College, 60 miles from WBAP, was presented and on Nov. 20, Texas Christian is scheduled.

* * *

Murder in Iowa

IN THE Iowa State House is the state's Bureau of Investigation, the remote point of a weekly broadcast on Iowa Network titled *Scientific Criminal Investigation.* Ken Brown KSO-KRNT special events chief, does interviews and case histories of noted crimes.

* * *

Headline Realities

PLAYING the part of the ordinary citizen who is just a little griped and saddened by it all, Frank Perkins, news editor of WJBK, Detroit, gives three weekly newscasts titled *Cynic* during which he presents the news as viewed by any gentleman who is mildly cynical. Listeners like it, writes WJBK.

WHAT HE SAID—The Governor of South Carolina, Olin D. Johnston, pressed into commentary service at a recent football game by WIS, Columbia, S. C., gave a brief resume of the day's proceedings, with Floyd Rodgers (right) standing by. Vic Lund did the play-by-play.

Apples, Just Apples

ANN LESLIE, conductor of the *Ann Leslie's Scrapbook,* popular women's feature running over WISN, Milwaukee, sponsored by the Milwaukee Fresh Fruit & Vegetable Advertising Council, features a recipe contest in recognition of National Apple Week. The 25 women who sent in the best apple recipes each received a box or bushel of apples. The entries were to be tested by a committee of cooking experts from Milwaukee-Downer College.

* * *

Fun in Canada

A NEW game called *Criss Cross Clues* has been started by the Associated Broadcasting Co. Ltd., Toronto, on CKCL, that city. A radio adaptation of the parlor game "Guess Who", the new game may be even more popular than the radio Credit game introduced in Canada last spring by ABC which caused disaster when 10,000 listeners tried to call one line to CKCL and blew the fuses on the Toronto telephone exchange.

* * *

Beaver Dam Scoop

WHEN THE U. S. Dept. of Agriculture announced recently that Beaver Dam, Wis., had been chosen as the typical American city, WISN, Milwaukee, claimed a radio scoop with a half-hour remote program from the office of Beaver Dam's mayor. Businessmen, farmers, students and old-time residents were interviewed.

* * *

A Youthful M. C.

A YOUTH of 14, George Wood Jr., is announcer, singer and host to *Children's Party,* which made its debut Oct. 31 on KMPC, Beverly Hills. The lad is a radio veteran with seven years experience. He has three talented children as guests each Sunday. Sweet Furniture Exchange, Hollywood, is sponsor.

* * *

WREC Honors Women

AT WREC, Memphis, *Women Making News,* invites listeners to nominate women in the territory deserving recognition. The sponsor, Levy's Ladies Toggery, a department store, awards handbags and other prizes to letter writers.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

ASK LOCAL DEALERS ABOUT STATION WDBJ

They'll tell you that invariably more people ask for the products that are advertised over WDBJ.

There's a reason—several in fact; one of which is that people in Roanoke and surrounding territory listen constantly to WDBJ programs—and—*they BUY!*

Representatives

CHICAGO — Sears & Ayer

NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

WINS Scavenger Hunt

WINS, New York, on Nov. 14 started a weekly feature, *Scavenger Hunt*, game originally popularized by New York society's game leader, Elsa Maxwell, who was present at the first broadcast. Early in the afternoon a half-hour was devoted to the announcement of the articles to be collected. An hour-and-a-half was allowed to elapse, at the end of which time the first person bringing to the studio the required articles received a cash prize, presented by Miss Maxwell. Ten other prizes, consisting of pairs of theater tickets, were given. All prize-winners took part in the closing quarter-hour program.

* * *

Finding Talent

WCFL, Chicago, started *The Talent Scout* recently for professional entertainers who have never had a "break" in radio. Program is designed to give aspiring artists a chance to display their talent for agency and advertising executives without all the red tape involved in setting up auditions. Paul Kapp is writing and directing.

On Their Own

WNOX, Knoxville, has a program called *Conversation*, just what the title infers. The station gets five townspeople to appear on air, gives them a subject, and then puts them on their own. Several unusual discussions have developed.

Snatches of Opera

WIND, Gary, is presenting *Opera Pre-Views* in cooperation with the Chicago City Opera Co. every Monday, Wednesday and Friday afternoon. The previews feature interviews with opera stars who have leading roles in the opera that evening, together with musical selections of the opera played by Fred Beck at the organ and commentaries by Robert LaBour.

* * *

For Young Musicians

MUSIC arranged especially for high school bands and orchestras with a commentator offering technical advice to young players is the theme of a Wednesday afternoon series on WOR, Newark, called *Music for the School*. The first program, says WOR, brought response from 21 school principals who are having the series piped to the schools.

CIRCUS—WNOX, Knoxville, carried a full-hour broadcast from Ringling Bros. circus under sponsorship of a local flour milling company, with Lowell Blanchard, program director, handling the microphone. Here he is shown interviewing a clown.

Rustlers Beware!

ON ITS 6 a. m. *Rocky Mountain Roundup*, KLZ, Denver, is cooperating with police and courtesy patrolmen in attacking the cattle rustling problem. The station gets information from police and broadcasts it on the program. On its *Home-Makers Hour*, KLZ is presenting interviews with prominent chefs and others who serve the public. Howard Chamberlain, production chief, arranges the interviews.

* * *

From the Dressing Room

FROM the star's dressing room of Washington's National Theatre comes a weekly interview on WJSV titled *Backstage*. Stage history and traditions are included in the programs handled by Miss Dolly Slaughter of WJSV.

Boy Meets Girl

GOSSIP about high school parties and who's dating who is broadcast weekly on KCKN, Kansas City, Kan., in a series called *Classroom Whispers*. A boy and girl from each local high school report the low down and Owen Balch tells the listeners while KCKN's Bob Davis, Karl Willis, and John Larkin do dramatizations. Sponsored by a local cab company, tire covers call attention to the program and cards are given to all passengers. Everybody like whispers, says KCKN.

* * *

Cotton, Rice, Watermelons

SALUTATIONS to nearby fairs and local celebrations are featured on WREC, Memphis, during *Fanfare Salutes*. WREC has recently aired remotes from the Arkansas Rice Carnival at Stuttgart, the county fair at Columbus, Miss., the Cotton Festival at Water Valley, Miss., the Watermelon Carnival, Clarksdale, Miss., and the Farmers' Celebration at Martin, Tenn.

* * *

High Schools Compete

WMBH, Joplin, Mo., has started *DeSoto Little Theatre of the Air*, a 15-week 30-minute Sunday afternoon broadcast in which high schools stage one-act plays. A $50 prize and loving cup will be awarded the winning school. Voting is by cards at participating dealers.

* * *

Ivy League on WFIL

THE series of "Ivy League" intercollegiate debates in which University of Pennsylvania will compete has been scheduled exclusively by WFIL, Philadelphia, beginning Jan. 7. The series lasts 16 weeks.

"First 200 Days"

Now in printed form — Get the pictorial and factual story of the fastest growing station in America—Read the "Big Apple Story" in the "First 200 Days of KGLO". Write F. C. Eighmey, manager, for your copy.

KGLO

MASON CITY, IOWA

WTCN

MINNEAPOLIS ST PAUL

NBC BLUE NETWORK STATION

CARRIES MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED

The Reason? Local Advertisers know the local market. They use WTCN because it produces more profitable sales per advertising dollar.

W T C N

Owned and Operated By The
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIONEER PRESS
With over 300,000 Circulation Both Daily and Sunday
FREE & PETERS, INC., National Representatives

Keep Hustling Is the Thing!

We broadcasters at WWVA, "The Friendly Voice From Out of the Hills of West Virginia", have long since learned that there are a bunch of up-and-doing radio stations in the United States and to stay in the swim you've just got to keep hustling. You can't rest on past laurels and let it go at that, because if you don't break your own records, somebody else *will!*

So record-breaking is our pet hobby. Saturday, October 30, we presented to our listeners the 237th weekly stage presentation of the famous WWVA Jamboree, which wound up the month with three new records for the feature. October saw 14,751 WWVA listeners pay their way to see their favorite WWVA entertainers in action —a new month's high.

October 16 saw 7,087 "paids" hang up a new high for one Jamboree. And the third record —a total of "paids" up to and including October 30 of 93,215, gave 1937 the one year's high by a comfortable margin out of five years the show has been on earth—and there are still two more months to add to that margin. We consider these figures quite outstanding and concrete evidence of the enormous and responsive listening audience we enjoy — an audience which will do as much for you if properly solicited.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Stein to Hollywood

JULES STEIN, president of Music Corporation of America, has moved from New York to Hollywood where he has established his home for the next six months. He is supervising construction of the new MCA west coast headquarters at 9300 Burton Way, Beverly Hills, Cal., and which will be ready in late December. Besides executive offices, the two-story structure of colonial design, will contain a broadcasting studio and audition rooms. It will house the newly-organized radio department as well as other west coast divisions of MCA.

LISTENERS *Count* IN BIRMINGHAM

Power alone can't guarantee listeners in Birmingham. It takes local color, showmanship and FULL TIME COVERAGE! That's why Birmingham "homefolks" keep their dials tuned steadily to WSGN!

WSGN

THE NEWS AGE-HERALD STATION
Birmingham
1310 KC.

AFFILIATED WITH
NBC BLUE NETWORK

FCC in Glass House

(Continued from page 53)

ment," he said the report was erroneous in another respect—that he had asked his fellow commissioners to go, along in such a crusade.

The chairman asked newsman present to supply any information they might have available on such "leaks".

Violation of Confidence

Expressing surprise over the published report, Chairman McNinch said there had been a distinct understanding that no statement was to be given out on the changed rules until he had an opportunity to prepare the announcement. "I don't mind saying it was a flagrant violation of confidence," he declared.

Questioned by newsmen as to how the anti-politics order would function, Mr. McNinch emphasized that it was not the intention of the FCC to police the operations of all its employes but that they would be duty-bound to obey the orders and disregard any communications "lobbying" in behalf of any pending matters. He said there was no way in which the Commission could possibly preclude such contacts with members of its staff or with commissioners themselves but that it could definitely preclude giving any weight to such efforts.

"I would personally regard it as a very grave breach of duty if any member of the staff willfully violates these new orders," he said. He indicated further that punitive action would be taken in such cases.

The new rules were not motivated by any desire to block a Congressional investigation, Mr. McNinch asserted. He said he regarded it as a desirable type of procedure which is followed, for example, by the Federal Power Commission, of which he was chairman and to which Commission he plans to return after completing his reorganization detail at the FCC.

He said he had not discussed any of these matters with the President and as a matter of fact had not conferred with the Chief Executive since his visit at Hyde Park prior to assuming the FCC chairmanship.

Asked whether the FCC would discontinue making any grants without hearings, Mr. McNinch asserted that it must follow that procedure in certain uncontested matters under the law unless it sets cases down for hearing on its own motion. He added, however, that a review of FCC actions in recent months indicates that the number of cases granted without hearings has steadily decreased.

The Chairman concluded his press conference with the assertion that he was hardly "half way through" the reorganization process he had in mind. He asserted that in any cases of bad faith disclosed by Commission employes, he would be "hard boiled."

In his announcement covering the order abolishing the division form of operation and instituting the new procedure, Chairman McNinch said that because of lack of time, no effort whatever was made to make any general revision of rules, regulations and procedure. He said, however, that this matter would be given early consideration. Regarding handling of unfinished business, he said:

Unfinished Cases

"While no formal action was taken at the Commission meeting yesterday," said Chairman McNinch, "in regard to the hearing of oral arguments on matters before the several Divisions which will be pending and unfinished after Nov. 15, it was informally agreed, and will subsequently be officially ordered, that oral arguments heretofore set for hearing before either of the Divisions will be heard by the full membership of the Commission.

"It will be found necessary to make some adjustments in the dates heretofore set by the Divisions for oral arguments after Dec. 1, but those set for hearing during the last half of November will be heard at the time now set unless the Commission may discover some irreconcilable conflict as to the time set for arguments on matters now pending, in which event the Commission will advise parties in interest at the earliest possible date as to any change in dates for arguments. Hence, in the absence of notice to the contrary, parties in interest should be prepared to make oral arguments on their respective matters on the November dates now set.

"It is probable, though this has not been definitely determined, that where oral argument has been made before either of the Divisions in a matter on which final decision has not been made, parties in interest will be offered opportunity to argue such matter before the full Commission. However, if such parties should avail themselves of the opportunity for re-argument, it may unavoidably delay decisions in these matters as dates for re-arguments would necessarily have to be reconciled with the dates for oral arguments now set."

Another order (No. 24) by the commission enumerated the changes in the rules necessary to eliminate the division mode of operation. Some two dozen changes in rules were ordered but affect only the procedure in such manner as to circumscribe the former requirements with relation to division activity.

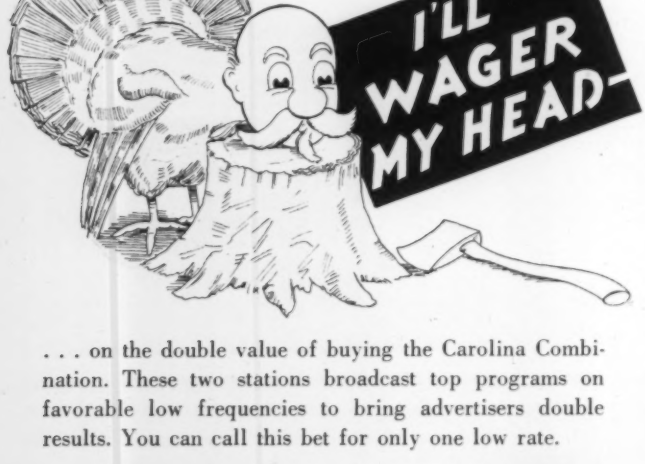
HOST TO IRENE — KWK, St. Louis, filled two days with promotion activity while Irene Rich was in town. Here is Bob Convey, KWK manager, with Miss Rich at a banquet the station gave for local wholesalers and representatives of Welch Grape Juice Co., her sponsor. Fred W. Kastor, vice-president of H. W. Kastor & Son Adv. Co. Inc., Welch agency, was an honor guest.

Griffith Heads KFJB

HOMER GRIFFITH, Chicago writer and producer, known best on the air as *The Friendly Philosopher*, will become station and commercial manager of KFJB, Marshalltown, Ia., effective Nov. 21. At the same time Irene Wigton Griffith will become program director for the station. KFJB recently installed complete new Western Electric equipment, and has appointed Howard H. Wilson Co. as national representative. Mr. Griffith has been in radio for the past ten years, starting in the commercial department of KFWB, Hollywood, in 1928. In 1932 he went to Chicago to continue his own business. He is giving up all his Chicago radio work with the exception of his *Friendly Philosopher* program sponsored by Mantle Lamp Co. Friday nights over the WLW Line from Chicago (WIND and WLW).

"JOLLY BILL" STEINKE, who instituted the reading of the Sunday comics on WINS, New York, some years ago, returned Nov. 7 to resume his reading from the funnies of the *Sunday American*.

Major R. E. Zultz says—



. . . on the double value of buying the Carolina Combination. These two stations broadcast top programs on favorable low frequencies to bring advertisers double results. You can call this bet for only one low rate.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

WTAQ
GREEN BAY • WISCONSIN

CANADA LICENSING SMALLER STATIONS

TO GIVE better local coverage the Canadian Broadcasting Corp. and the Department of Transport are approving and licensing numerous 100-watt stations throughout Canada in spots where there have been no stations to date. Numerous applications are on file at Ottawa for such low-powered stations which will carry mainly CBC sustaining programs and local sponsored business with some network advertising on regional and coast-to-coast programs, where big city stations cannot penetrate.

Among the places known to be negotiating for stations are Red Deer and Medicine Hat, in Alberta, while power and frequencies have been allotted to H. Fleming, publisher of the *Owen Sound* (Ont.) *Sun-Times* and Monty's Radio Service (CFAR) at Flin Flon, Manitoba, 400 miles north of Winnipeg, a mining town. Both stations will have 100 watts power and operate on 1370 kc. No call letters have as yet been assigned to Owen Sound. In Canada each station must pay an annual $50 license fee.

Three stations have been recently authorized in as many Quebec towns on the St. Lawrence River. These are CHLT, owned by the *Sherbrooke* (Que.) *La Tribune*, French language daily newspaper, on 1210 kc. with 100 watts; CHLN, owned by the *Three Rivers* (Que.) *Le Nouvelliste*, French language daily newspaper, with 100 watts on 1420 kc., and CJBR, Rimouski, with 1,000 watts on 1030 kilocycles, a basic CBC French network station. CJBR is owned by Lower St. Lawrence Power Co. G. A. Lavoie is manager and P. E. Corbeil program director. The station will be officially welcomed on the air Nov. 15 with opening ceremonies over the entire national CBC network.

More Tobacco Shows

BROWN & WILLIAMSON TOBACCO Co., Louisville, has started five new sports programs, through BBDO Inc., New York. On Nov. 8, for Big Ben smoking tobacco, a sports news series on WBT, Charlotte, N. C., started at 6:30-6:45 p. m., to be heard Mondays, Wednesdays, Fridays and Saturdays. Featuring *The Novelteers*, this series will run through Feb. 4. On WDAF, Kansas City, sports commentators, Ernie Mack and Joe Mehl, started Nov. 15, to continue through Feb. 12. Program is broadcast the same days as *The Novelteers*, and is for the same product. For Avalon cigarettes, WWJ, Detroit, is carrying Bill Kennedy's sports talks on Tuesdays, Thursdays and Saaturdays, at 7:45-8 p. m. Also for Avalon, WJJD, Chicago, starts Nov. 15 a full-hour sportscast, Mondays through Fridays from 3 to 4 p. m., featuring Warren Brown. On the same station the *Handicappers*, covering all race-tracks, are heard Mondays through Saturdays at 8-8:15 a. m.

CJCS, Stratford, Ont., recently changed hands when Roy Thompson of Northern Broadcasting Co. Ltd., sold the station to Frank Squires, of Stratford, a former lawyer, who has taken over the management of the station himself, with a staff of six. Jack Stauffer is chief engineer.

Texts of FCC Orders on Procedure

FCC ORDER NO. 25

The Secretary is hereby directed to make a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification or revocation of any license or construction permit, certificate of convenience and necessity or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the Secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing, provided, that in the case of communications bearing more than one signature notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material ond competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the Secretary's record of any such communication shall be governed by the applicable rules of evidence and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

FCC ORDER NO. 26

The Secretary is hereby directed to prepare each week a report listing all applications which have been filed during the preceding week for the issuance, renewal, modification, transfer or revocation of licenses, construction permits or certificates of convenience and necessity, as well as all rate schedules filed. Such report shall also show that, if any, action has been taken by the Commission during the preceding week with respect to designation of any of said applications for hearing, the setting of a date for a hearing on any such application, the granting or denial of petitions for intervention, continuance, etc., as well as final action on any of such applications by the Commission. It shall not be necessary for the Secretary to include in such report any information with respect to either the filing of or action upon applications for operator's, amateur, itinerant aircraft, or ship licenses or permits, or the modification or renewal thereof, nor of applications for temporary privileges such as special broadcasts, etc., nor of applications for emergency services.

The Secretary is also directed to mail a copy of such report to all Senators, members of and delegates to the House of Representatives and Governors of the several States, as well as the utility commissions of such states. The Secretary shall include with such report a request that all such persons shall advise the Commission whether they desire to appear either in person or by accredited representative at a hearing on any application listed in said report as having been filed with the Commission, when and if such matter shall be set down for hearing, in order that they may inform the Commission as to any public interest involved in the matter.

The Secretary is also directed to request such persons to advise any state or municipal officials charged with the duty of protecting the public interest likely to be affected by the granting or denial of any such application that such an application has been filed and that such public official should advise the Commission if he desires to appear either in person or by accredited representative at a hearing on such application when and if the matter is set down for hearing.

G-E's Big Fund

A $4,000,000 advertising and promotion campaign for General Electric Appliances during 1938 was announced Nov. 10 by A. L. Scaife, manager of advertising and sales promotion of GE. Details were not disclosed but it was understood radio would be used extensively.

KTAR Would Buy KVOA

PROPOSED purchase of control of KVOA, Tucson, Ariz., by the operators of KTAR, Phoenix, was disclosed Nov. 11 in an application for transfer of ownership filed with the FCC. KVOA, 1,000 watts on 1260 kc., is owned by the Albert Steinfeld Co., leading mercantile store of Tucson. KTAR is owned by the publishers of the *Phoenix Republic & Gazette*.

WLBC TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

★ SCHEDULE ★
SEASON 1937

NOTRE DAME — Every Saturday, fans of Northern Ohio follow the fortunes of the Fighting Irish over WGAR. Complete schedule, home and abroad, sponsored by Kellogg's.

CLEVELAND RAMS — Every Sunday, games between Cleveland's "pro" eleven and the pick of the big league teams, over WGAR. Complete schedule, home and abroad, sponsored by Standard Oil of Ohio.

FRANKLIN LEWIS — Five nights a week over WGAR, with predictions and results of the week's football battles. Sponsored by The Pilsener Brewing Company, brewers of P. O. C. Beer.

ELLIS VANDER PYL — Three nights a week over WGAR, with human interest sports stories of the gridiron. Sponsored by Bartunek Brothers Clothing Company.

EXTRA FEATURES — Interviews, rallies, re-creation of night football games played out-of-town by local colleges, opinions from the campuses, locker room chatter . . . all types of football sportcasts this fall have made WGAR the "station to tune for sports."

W·G·A·R
CLEVELAND'S FRIENDLY STATION
Member Columbia Basic Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Oxydol to Boston

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 8 started piping *Album of Love* from WOV, New York, to WCOP, Boston. Program, Italian love stories, is heard Mondays through Fridays, placed by Blackett-Sample-Hummert Inc., Chicago. P & G's *Ivory Tower*, for Ivory soap, originally scheduled to be piped from WOV to WCOP on Nov. 1, also started the new set-up on Nov. 8. Agency for the latter program is Compton Adv. Inc., New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Washington, D. C. District 8456
Field Office Evanston, Ill. University 1419

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

APPLEBY & APPLEBY
Consulting Radio Engineers
38 Years Experience
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
Telephone 2-2535
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

On Selling News

EDITOR BROADCASTING:

I wish to quote as follows from a letter received recently from one of the well-known agencies referring to a company which is well known nationally although it has regional distribution:

> Their experience with news broadcasts in other cities has been that when they got started with these things they usually had to continue along and could not discontinue after a few weeks at it; and it was felt that because of the ultimate importance of the New York market that we do not break into it with just a five or six-weeks sponsorship of the news.

This seems to be a new reason for not buying and I thought it might be useful to those selling news in other cities. Although I cannot quote further from the letter without revealing the identity, there is nothing amplifying the meaning. It is simply a case of too much success with news.

THEODORE C. STREIBERT,
Vice-President, WOR,
New York City.

Oct. 27, 1937.

Everybody Busy

EDITOR BROADCASTING:

We wish to take exception to the box on top of page 63 in your issue of Nov. 1, which reads . . . "Speaking for Canada"—re American Commentators, etc.

The box strikes us as being a reflection on the ability of Canadian announcers, where such is not the case as far as CKCL is concerned. Mr. Baker has on a number of occasions been a guest commentator on CKCL, and he was invited to come to the opening of the Motor Show this year due to the fact that all other commentators in this area, who are capable of doing the job, are tied up with football and hockey on that particular date. Most of them being out of town at points where they could not possibly get back in time to do the opening of the Motor Show.

A. E. LEARY,
Manager, CKCL, Toronto.

LIKE NBC, KDYL, Salt Lake City, has published an *Announcers Handbook*, including sections on ad lib, announcer-operator signals, announcements, e. t. rules, program failures, etc.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Data on Authorities

ERWIN M. FREY & ASSOCIATES, New York, has announced a new service to agencies, radio stations and publishers, to be called "The Clearing House for Authorities". According to the company, the most distinguished men and women in the country have been gathered together "to lend prestige and unquestionable authority to technical claims for foods, cosmetics, household appliances, baby foods and other products. They are available to conduct laboratory and clinical research; to test and develop new uses for products; to advise on claims made for a product; to act as consultants on copy; to write booklets, brochures and articles for publicity purposes; to make personal and radio appearances and lend valuable promotional assistance."

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Engineer, programmer or commercial with investment, good opportunity. Box 801, BROADCASTING.

Situations Wanted

ANNOUNCER. Experienced as Program Director, Producer, Artist, Emsee, Special Events Director, Newscaster, Continuity Writer, Station Manager. University graduate. Personable. Dependable. Cooperative. Showmanship and creative ability. Single. Travel anywhere. Available December 1st. Box 804, BROADCASTING.

Announcer, 6 years New York City experience; good ad lib, commercial, dramatic. Will submit electrical transcription with your copy. Young, single. Best references. Box 807, BROADCASTING.

Young Texas, experienced announcer, copy writer, desires change to small station anywhere. Available now. Write: Paul Wilson, Country Club Road, Abilene, Texas.

Engineer-RCA Graduate; both licenses. Experienced maintenance, operation, supervising, transradio. Married. Highly recommended. Box 805, BROADCASTING.

Announcer 22 yrs. wants change. 2½ years experience. Sports news, dramatics, commercial. Box 803, BROADCASTING.

Announcer, four years experience, can entertain, write continuity, best reference. Affiliated with three network stations. All offers considered. Box 802, BROADCASTING.

Wanted to Buy

Field strength meter. Give complete description. WMBG, Richmond, Virginia.

Hill-billy transcription series—at least 39 quarter-hour programs recorded. Box 806, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories.
Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

TO ENABLE a control man to check his studio volume indicators against the modulation peaks of the transmitters, the engineering department of WOV-WBIL, New York, has installed a relay connected across the flashing lamp of the modulation monitor at the transmitters to operate a phantom on the telephone circuit back to the studios, which in turn operates a sounding device that tells the studio engineer whenever 100% modulation has been reached. While for average music this would be a zero level on the volume indicator, various voices and musical instruments give this peak modulation at levels ranging from minus 6 db to plus 2 db. This device, by giving the control operator instantaneous notice of transmitter peaks, has proved of great value in helping him keep various programs at the correct level to produce maximum modulation with minimum distortion.

WHFC, Cicero, Ill., has installed complete new Western Electric equipment, including transmitter, antenna, speech input, turntables and microphones.

KOIL, Omaha, started tearing down its old 135-foot twin towers at the Hilltop transmitter in Council Bluffs on Nov. 4. Burt Davis, KOIL transmitter engineer, is doing the work with one assistant. The towers were built in July, 1925, and were used until Sept. 13 of this year when KOIL began operation of its new 5,000-watt transmitter with 310-foot vertical radiator.

KYA, San Francisco, recently installed under the supervision of Chief Engineer Paul Schulz, distortion measuring equipment. It is being used to check the entire transmitter equipment for the station.

KOAM, new 1,000-watt station on 790 kc. in Pittsburg, Kan., which first went on the air Oct. 11, has ordered a Collins Radio Co. console, Collins amplifier and power supply, Collins relay racks and other equipment from the same company.

KGVO, Missoula, Mont., is installing a new ground system of 120 half-wave radials and a new Truscom 220-shunt-fed vertical radiator. KGVO recently took a half-hour shortwave pickup from the Seely Lake Forest Service station 60 miles away in the dude ranch area.

ALLEN B. DuMONT Laboratories Inc., Upper Montclair, N. J., has named Rowe Radio Research Laboratory Co., Chicago, as technician sales representative in that territory.

WIL, St. Louis, has added RCA equipment for cutting instantaneous recordings. The installation was made by Chal Stoup, chief engineer of WIL.

WKZO, Kalamazoo, has installed a Gates remote amplifier.

INSTRUCTIONS to be followed in connection with use of indicating instruments in broadcast stations, pursuant to Rule No. 143 of the FCC Rules and Regulations, were announced Nov. 10 by the FCC Broadcast Division. Copies have been sent to all station licensees.

FOR CBL—This transmitter building is one of two to accommodate 50 kw. Canadian Marconi transmitters being built for Canadian Broadcasting Corp. It is located at Hornby, 30 miles outside Toronto.

Ford's Forfeiture

FORD MOTOR Co., Detroit, forfeited $100,000 because of its failure to sponsor this year's world series it was revealed Nov. 4 by Commissioner Landis. Rather than spend $275,000 for sponsorship of the series—$175,000 for time and line charges plus $100,000 for exclusive broadcast rights—Ford forfeited the latter amount presumably because he did not consider this year's world series a particularly "good buy." Surveys showed this year's series to have less of a radio audience of any previous series. Commissioner Landis gave Ford the privilege of selling the contract, but no sponsor could be found.

Seal Drive Discs

NATIONAL Tuberculosis Assn., New York, will open its annual Christmas Seal sale with a quarter-hour WBS transcribed talk by Alexander Woollcott. Transcription, to be heard on between 200 and 250 stations throughout the country, will be placed locally by tuberculosis associations, and will be broadcast on or about Dec. 1. This year's Christmas seals carry a picture of a "town crier", as a tie-up with Woollcott's characterization of that role when he was on the air for Liggett & Myers Tobacco Co. (Granger tobacco) and Cream of Wheat Corp.

District Branches Installed by FCC

Personnel Assigned for Work At Several New Offices

OPENING of one new radio district office of the FCC field service, and of four suboffices, to take care of increased inspection work, was announced Nov. 5 together with assignments of personnel.

A new office in San Juan, Puerto Rico, to cover District 22, comprising Puerto Rico and the Virgin Islands, will be opened about Dec. 15, with Joe H. McKinney, as inspector in charge. Mr. McKinney was transferred from the Miami, Fla., office and will be succeeded there by Arthur S. Fish, as inspector in charge, who was transferred from the New York office. His secretary will be Alice Redington, who has been secretary to FCC Commissioner Payne.

William E. Downey, former assistant chief of the Radio Division, Department of Commerce, will open the suboffice at San Diego, about Nov. 15, under the supervision of the Los Angeles district. His secretary will be Miss Eleanor Hildebrandt, formerly in the office of the late Chairman Prall.

A new suboffice at Juneau, Alaska, to be opened about Nov. 15, will be in charge of Inspector Stacy Norman, transferred from Portland, Ore., and under supervision of the Seattle office. His secretary will be Miss Clara Carpenter, transferred from the secretary's office of the FCC in Washington.

William R. Foley, of the Norfolk district, has been transferred to Savannah, Ga., to open a new suboffice there, headquartered in the Postoffice Bldg. His secretary is Miss Gladys Fagan, also transferred from Norfolk.

The new suboffice at Tampa, Fla., was opened Nov. 1 in the Chamber of Commerce Bldg., with Paul Herndon Jr., as inspector. He was transferred from the Atlanta district office. His secretary is Charlotte Gottwald, formerly in the Docket Section in Washington.

In addition, the field service has added to personnel in a number of coastal offices because of the increased duties entailed by the new safety of life at sea regulations, enacted during the last session, and due to other enlarged ship inspection duties. Four inspectors added in the New York district Nov. 1 are William B. Bernard, Cecil C. Harrison, Jesse W. Holland and Amos B. Collins.

Alfred Brodie has been added to the Portland, Ore., office; Martin Kiebert Jr., to the Seattle office; Arthur Johnson, to the San Francisco office; Alfred Ritter to the Los Angeles office; W. D. Johnson, transferred from the Kansas City office to Boston; Harry D. Pickett, transferred from the Dallas office to Norfolk; Henry B. Dumphey Jr., appointed to the Atlanta office.

60.6%

One out of 4 telephone subscribers in Winston-Salem and 28 towns and villages in the trade area were asked: "Which station do you listen to most during the day?" 60.6% replied, "WAIR!"

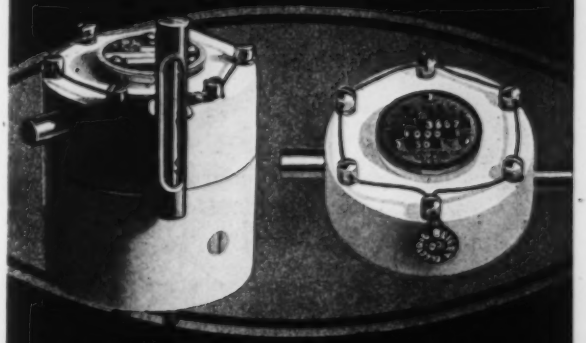
Write, Wire or Call—

WAIR

Winston-Salem, North Carolina

Approved by F. C. C.

BLILEY CRYSTALS



Bliley Broadcast Crystals, Holders and Ovens are specially designed for General Communication Frequencies from 20 Kc. to 25 Mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-9.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING — ERIE, PA

A Fact re WBNS COLUMBUS

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting

USE WREC Memphis' 1ST STATION

COLUMBIA NETWORK • 600 KC

1,000 WATTS NIGHT — 5,000 WATTS DAY

Obrist Joins Jones

EDWARD C. OBRIST, since 1930 supervisor of commercial copy for WBEN, Buffalo, and formerly program director of WSYR, Syracuse, has joined the radio staff of Ralph H. Jones Co., Cincinnati agency. The Jones agency also reports that Drackett Products Co., Cincinnati (Drano and Windex), has renewed its spot schedule of *Hello Peggy* for 13 weeks on WLW, WFLA, KOA, KFI, KGO, KOMO.

T. M. SAYMAN PRODUCTS Co., St. Louis (soap products), has appointed Benson & Dall Inc., Chicago, to handle its advertising. A quarter-hour feature, *Top of the Morning*, daily except Sunday, has been started on WLW, Cincinnati, with other stations to be added.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

WILLING EARS

. . . . bring RESULTS to your sales message on WDRC . . . the ONLY Columbia Network Station in Connecticut!

Craig & Hollingbery, Inc.
National Representatives

Basic Network Station of the Columbia Broadcasting System

Long Waves Sought at Havana

(Continued from page 12)

for discussion, but they are not considered as binding on any of the parties and each country is free to propose such changes or amplifications as it chooses. Whether the classification of channels and of stations set up in these resolutions will be approved; whether frequencies will be designated for each class of channel; what degree of protection against objectionable interference will be accorded each class of station; and how the channels, particularly those open to high power, will be distributed among the nations—all are questions to be decided.

It is not known what share of facilities, particularly in the high power class, will be demanded by any of the countries or will be conceded by the United States. It is possible only to make conjectures based on the earlier demands of Canada, Mexico and Cuba at the March conference, when Canada asked for 15 "exclusive" channels, six in addition to what she now claims to have. Mexico then also asked for parity with Canada, and Cuba asked for anything up to five. There is, of course, no possibility that such demands, or anything like them, will be satisfied.

Under the conference procedure adopted at the plenary session Nov. 4, all new proposals were required to be submitted by Nov. 12. Proposed by Commissioner Craven, this was designed to speed up the conference in the hope of termination by Nov. 20. Because of many delays, this hope has all but faded.

Innumerable factors contributed to the delay, including late arrival of delegates, absence or illness of others, incomplete preliminary arrangements, religious holidays, entertainment and ceremonies, etc. Moreover, the American co-delegate, R. Henry Norweb, was called away to the Dominican Republic because of the unrest along the Haitian Border. He was scheduled to return Nov. 12. The political situation in Cuba also tended to make the status of the Cuban Delegation somewhat uncertain.

At the first plenary session, the conference organized itself into three principal committees—Technical, headed by Commissioner Craven; Administrative-Legal, headed by Mateo Marquez Castro of Uruguay, and Drafting, headed by Emilio Edwards Bello of Chile. Topics on the agenda, some 35 in number, were distributed among the three committees. It was in the technical subcommittee that the longwave controversy precipitated by Canada developed.

American delegates and technical advisors were assigned to the Technical Committees as follows: Commissioner Craven; Acting FCC Chief Engineer E. K. Jett; Assistant FCC Chief Engineer A. D. Ring; Gerald C. Gross, chief, International Section, FCC; Lieut. Col. D. M. Crawford, Army Signal Corps, and Lloyd H. Simson, Bureau of Air Commerce. Mr. Ring was assigned to the subcommittee of this committee having to do with broadcasting, along with Jett, Gross, Simson and Crawford. A second subcommittee having to do with broadcasting in whatever bands may be assigned to that service includes in its membership, Craven, Ring and Crawford. On the Administrative-Legal Committee are Craven, Norweb, Gross, Crawford and H. B. Otterman, State Department. On the Drafting Committee are Otterman and Gross.

It was agreed that all plenary sessions would be public, that meetings of the Steering Committee should be private and that all committee and sub-committee meetings be open to representatives of private interests and to the press, except when in executive session. On matters of a general international character, which will require revision of the radio regulations annexed to the International Telecommunications Conference of Madrid held in 1932, the Havana Conference will limit itself to resolutions making recommendations to the Cairo Conference beginning next Feb. 1. The effort is to have the American nations attend the Cairo session as a united front.

On matters having to do with allocations in the standard broadcast band, the aim will be to arrive at an agreement among the North American nations (United States, Canada, Newfoundland, Mexico, Cuba, and perhaps also Haiti, Santo Domingo and the other Central American nations). Principal South American nations already have a formal regional agreement among themselves reached in Buenos Aires in 1935 and revised in Rio de Janeiro in the summer of this year. To date no necessity has appeared for revision of this agreement. If agreement is reached among the North American nations, it is uncertain whether it will emerge as a formal treaty requiring ratification by the Senate in the case of this country or by what is known as an executive agreement. The third aim of the conference will be to reach formal agreement among all American nations on allocations between 1600-4000 kc., and perhaps also to a limited extent with respect to certain bands of the low frequencies. The principal questions calling for agreement have to do with the claims of broadcasting and aviation. If an agreement is reached on allocations in these bands, it seems likely that it will take the form of an executive agreement and not a formal treaty.

Committees and Observers

Committee B of the Technical Committee has the herculean task of handling questions in the band 550 to 1600 kc. In this band it is faced with the problems raised by the resolutions adopted as a basis for discussion at the March conference, including classification of stations and channels, determination of the degree of protection which each class of station is to receive from objectionable interference, subdivision of channels into several classes, and determination of what facilities shall be assigned to the several North American nations, particularly in the high power or clear channel class. If a satisfactory agreement is to be reached on North American broadcast allocations it will be the work of this subcommittee.

In addition it must decide what, if anything, can be done to meet the claims of nations in the Northern part of South America and in Central America for bands above 1600 kc. for broadcasting, and perhaps also how they will be allocated, as well as to devise recommendations for the Cairo Conference designed to bring to an end the overcrowded conditions of the bands used for international broadcasting.

Consequently, the Technical Committee, with its two subcommittees, is the all-important committee of the conference. It was regarded as extremely significant that the delegations present should have unanimously selected Commissioner Craven as chairman, although he did not seek the position.

American observers attending the conference included:

James W. Baldwin, NAB; Louis G. Caldwell, J. H. DeWitt Jr., WSM, and G. F. Leydorf, WLW, Clear Channel Group; Paul D. P. Spearman and Dr. Greenleaf Pickard, National Association of Regional Broadcast Stations; William B. Lodge, CBS; Dr. C. B. Jolliffe, C. W. Horn, Worthington C. Lent, Philip J. Hennessey Jr., NBC and RCA; J. R.

The story of "Aladdin and His Wonderful Lamp", is duplicated every day for sponsors using the Southwest's most popular radio station.

KFH

(To get things he desired, Aladdin had to more than want them. He had to rub the lamp. Radio Station KFH is your magic lamp for increased customer acceptance.)

KFH CBS WICHITA • KANSAS •

National Representative EDWARD PETRY AND CO.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

Poppele, WOR; P. L. Barbour, WIXAL; Kenneth B. Warner, American Radio Relay League; H. H. Buttner and Haraden Pratt, IT&T and Mackay Radio; Francis M. Ryan, AT&T; Paul Goldsborough, Aeronautical Radio Inc.; Mr. Caldwell, Press Wireless Inc.; W. L. Carroll, Pan American Airways; L. F. Bockover and Robert E. Poole (both of whom have left), Western Electric; Maurice B. O'Neill, president APCO; Henry Querens, New Orleans Police Department; Capt. Donald S. Leonard, International Association of Chiefs of Police; E. C. Denstadt, Detroit Police Department.

Among other Americans present who did not participate in the meetings of the American Delegation because of connections with foreign interests were: W. A. Beakes, manager of Tropical Radio, attending as technical advisor for Nicaragua; Charles G. Roberts, RCA, and Walter C. Bay, delegates from Guatemala; Lyman F. Seibert, manager of Teleradio, Press Wireless subsidiary in Havana; F. T. Madsen, Associated Telephone Co., subsidiary of Automatic Electric Co., Chicago, technical advisor to the Dominican Republic.

Religious Campaign

ST. GERMAINE PRESS, Chicago (religious), through Allied Advertising Agencies Inc., Los Angeles, is using a weekly quarter-hour transcribed talk on 14 stations nationally, supplementing this with a similar live-talent program on six stations. Inspirational talks feature Mrs. G. W. Ballard, head of The Mighty 'I Am' Presence, religious movement, and Catherine Rogers, vocalist. Transcriptions, cut by the Don Lee network transcription department, Los Angeles, are being used on KYA KOL KFAC KGB WIND WJBK KXBY KMBC KGER WIP WOL KFXR KOMA KFXD. Live-talent programs are on WMCA WAAB WIP CKLW KHJ KFRC. Series is to be run indefinitely and other stations will be added to the list. Ted Dahl is agency account executive in charge.

Squire Forms Net

BURT SQUIRE, recently general manager of the New York State Broadcasting System and WINS, New York, has organized the Mohawk Valley Broadcasting System, with headquarters at 29 W. 57th St., New York. New company will act as commercial sales organization for a regional network composed of WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. They will be connected by Class A lines. The company will have no New York key station but will hook up the network with any station in the city desired by an advertiser. A number of sponsors are said to be planning to use the Mohawk hookup when it begins operations about the middle of November. For the present at least the network will be available for commercial programs only.

BRYANT Publicity Service, New York, headed by Gordon H. Bryant, has been named national advertising representative of WSAR, Fall River, Mass. Adam J. Young Jr., for the last seven years engaged in sales promotion work for NBC, New York, has joined the Bryant organization as account executive for the station.

S. C. JOHNSON Co., Racine, Wis. (Johnson's wax), currently sponsoring *Fibber McGee & Molly* on NBC Monday nights, is planning to increase its radio advertising by using a daytime network script show directed to women. Needham, Louis & Brorby Inc., Chicago, is agency.

Unions Are Still Active Organizing Stations; Engineers at WOL on Strike

A CIO-supported "sit down" strike at WOL, Washington 100-watter, was terminated temporarily Nov. 11 after the station had been off the air for more than seven hours. The strike was settled the following day with a definite contract covering a new wage scale for the station's seven operators.

The operators, presumably on their own initiative, decided to sit down when the station opened Nov. 11, after the management had rejected a demand for a wage scale of $49.50 to $92.00, similar to that obtaining at WABC, New York. The existing wage scale was from $23.00 to $43.12 for men with the station more than a year.

William B. Dolph, WOL general manager, refused to negotiate with the operators or with CIO-American Radio Telegraphists Association organizers who joined in the affair, until the station was put back on the air. Informing the FCC of the incident, Mr. Dolph was told unofficially that he would be expected to operate as required under his license if union operators were available in Washington. He immediately rallied a number of available operators but by that time the regular men decided to put WOL back on the air and reopen negotiations.

After conversations which lasted from 2:15 p. m., Nov. 11, through the afternoon of the next day, a one-year contract was decided upon. Covering a 40-hour six-day week, it prescribes pay of $30.50 per week for the first year, and $35 per week for the second year, with a maximum of $55 per week to be reached through $1.50 per week increases in pay each six months. Apprentices will be paid $25 per week for the first six months and $27.50 the second six months with the apprenticeship not to be counted as the first year of service.

ARTA reports that it has signed the technical staff of WQXR, New York, 100% and that demands for recognition have been presented to the station management. It is expected that negotiations will be begun within a few days.

An increase of 115 new members within the last month is reported by the American Guild of Radio Announcers and Producers, independent organization. The announcing staffs of two New York City stations, WNEW and WOV, have joined AGRAP 100% and bargaining will be started immediately at both stations, according to Roy S. Langham, president. Bargaining has been begun at WIP and WCAU in Philadelphia, he said, and is continuing at KYW and WPEN in that city, as well as at WORC, Worcester, and WEEI, Boston.

Mr. Langham also said that AGRAP expects to complete its negotiations for the New York sound effects forces at NBC and CBS in the near future, these negotiations having been delayed because the network officials were tied up with their dealings with the musicians union. Langham, who returned to his work as a production man at CBS on Nov. 8 after several weeks absence on leave, stated that the activities of the American Federation of Radio Artists, AFL talent union which is organizing all persons except musicians appearing before a microphone, including announcers, has had little effect on AGRAP's progress.

AFRA Adds Locals

New AFRA locals were organized in Montreal and Detroit early in November, according to Emily Holt, executive secretary of the talent union. Committees in all parts of the country, she said, are busy drawing up conditions of employment, wage scales and other data from which the executive board will formulate the demands which it will present to the individual stations and networks. Just when these demands will be presented Mrs. Holt refused to say, stating that although work is progressing rapidly it is impossible at this time even to hazard a guess as to when they will be ready.

She is planning to leave soon for a visit to the West Coast, where she said that the locals in Los Angeles and San Francisco had overflowed their city boundaries and had spread out into the surrounding communities, becoming regional rather than local bodies. The same condition also exists in Chicago, she said. In New York an open meeting on Nov. 8 was attended by an overflow crowd of more than 600, which was told about the formation and progress of the organization.

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Intimate Touch
of
Community Service
for
Northern Illinois
and
Southern Wisconsin
ASSURES YOU
LISTENER ATTENTION
when you use
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KALAMAZOO
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590 *On the dial* 1000 *Watts*
Michigan's No 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

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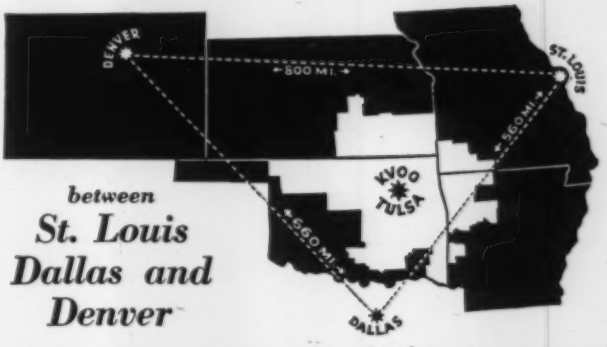

between
St. Louis
Dallas and
Denver
Covers the Heart of the Triangle
25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE
More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.
EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco
KVOO
"THE VOICE OF OKLAHOMA"—TULSA

Special Congress Faces Radio Bills

General Legislation to Be Given Priority, However

(*Continued from page 9*)

quest for the inquiry at the new session. As a matter of fact, there appeared to be a substantial agreement among many members of the Senate that they would support the probe.

Since then, however, things have happened in radio regulation. With the assumption of the FCC chairmanship by Frank R. McNinch at the behest of President Roosevelt, and with the promotion of T. A. M. Craven from chief engineer to commissioner, a new complexion has been given that agency. With even greater celerity than anticipated, Mr. McNinch has outlined a sweeping reorganization of the FCC and given it the type of leadership the Administration obviously desired.

While this reorganization is in process, it is doubtful whether Congress will dip very early into FCC activities via the investigatory route. On the contrary, it probably will prefer to await the results. Moreover, Chairman Wheeler is known to hold Mr. McNinch in high esteem, not only as an excellent public servant and executive but also as a man of capacity for effecting a reorganization.

Senator White, regarded as the best-informed man in Congress on radio and communications, is believed to harbor the same views toward the new chairman. And Senator White paid highest tribute to Comdr. Craven at the time the Senate considered his confirmation last August, alluding to him as one of the world's foremost radio engineers.

In addition to the two dozen measures having to do with radio per se, there are numerous other bills indirectly bearing upon radio. These include copyright measures; bills for regulation of the sale and advertising of foods, drugs and cosmetics; measures to broaden the functions of the Federal Trade Commission which would include a greater degree of surveillance over radio advertising; a measure for a Government - owned broadcasting station; and, perhaps most important from the standpoint of subject matter, the Wearin Bill to force complete separation of newspaper and radio stations insofar as ownership is concerned.

The Copeland food and drug bill has now been before five sessions of Congress without enactment, although it has been on the brink of becoming law three or four times. There is a strong possibility that some form of legislation along that line will become law at the ensuing session. Senator Copeland (D-N. Y.) wants the Department of Agriculture's Food & Drug Administration to be the regulatory agency under his bill. The House consistently has refused to go along, proposing that the Federal Trade Commission assume this jurisdiction. That constitutes the major difference over the legislation.

Labor Legislation

Wage and hour legislation and the President's reorganization program, of course, will have a bearing upon the broadcasting industry. In the case of the former legislation, practically all units in the industry are believed to be within the minimum standards which might be specified in such legislation. A 40-hour week is rather generally observed in radio, except for technicians, and the minimum wage, by and large, is believed to be considerably higher than any minimum which might be specified.

Apropos the reorganization bill, under its original terms the FCC would have been absorbed by the Commerce Department, presumably becoming a bureau of that entity under an assistant secretary. In the committee consideration of the measure last session, however, the FCC, along with such other agencies as the ICC, Trade Commission and Securities & Exchange Commission were specifically exempted from absorption by departments. Consequently, it is expected that the FCC would remain an independent entity in any legislation proposed for enactment.

The Celler Bill for a government owned and operated shortwave station, which provoked quite a furore last session, apparently is slated for abandonment. The proposal was to build a high-power international station, financed by government funds, for operation by the Navy Department but with programming handled through the U. S. Office of Education.

Legislation to restrict the activities of music copyright combines, such as ASCAP, likewise has been pending several years. The basic proposal is that the $250 statutory damage minimum for innocent infringement of copyrighted works be eliminated, with the courts to decide the degree of damage. ASCAP has fought such legislative efforts bitterly. While the Senate has been disposed to act favorably, and has on two occasions during the last two years, the measures have been successfully stymied in House Committee. It is hoped that the Senate Patents Committee will hold hearings on three bills involving copyright still pending.

The newspaper ownership bill of Rep. Wearin (D-Ia.) never got beyond the introduction stage. Senator Wheeler also has fostered legislation along that line but did not introduce a bill in the last session. Whether this issue will erupt again in the forthcoming session depends upon the degree of administration support given it, it is indicated in Congressional circles.

The FCC also has this problem before it in a preliminary way and it is expected that some time in the future, there will be a statement of policy on it. Certain groups in the Administration are understood to be opposed to newspaper ownership on the theory that operation of a majority of the stations by anti-administration newspapers might result in a reflection of editorial attitude of an undesirable nature.

Five-year licenses for broadcasting stations, in lieu of those now issued for six months, are proposed in the bill introduced by Rep. Anderson (D-Mo.). The present law permits issuance of broadcasting licenses for a maximum of three years, but the FCC and its predecessor Radio Commission have contended that the short term license is desirable as a means of keeping assignments flexible. The industry practically since the enactment of the 1927 Radio Act has protested the short term license as an obstacle to stability.

Food-Drug Measure

Food and drug legislation is of vital importance to the broadcasting industry because it is estimated that substantially one-third of the annual radio turnover (some $40,000,000) is represented by the purchase of time by food, drug and cosmetic advertisers. In all, a half-dozen bills dealing with the legislation are pending but the Copeland bill has had the spotlight during the last five years. Passed by the Senate at the last session, the bill again failed of House enactment when the House would not agree to a compromise after rewriting the bill several times. After the session ended, a House subcommittee reported out a bill bearing the Copeland designation but totally rewritten in content. Presumably that bill will go before the full committee for further consideration and then get to the House floor at the next session.

The Boylan bill proposing a wattage tax on broadcasting stations is still pigeon-holed by the House Ways & Means Committee. Whether anything will happen to it is questionable. FCC Commissioner George H. Payne sponsored the measure.

Practically all of the oratory during the last session related to measures proposing investigations of radio and of the FCC. Reps. McFarlane (D-Tex.) and Wigglesworth (R-Mass.) introduced several measures. Both of them have taken up the fight of the late Rep. Connery (D-Mass.) who introduced the initial resolution calling for a wide-spread investigation of the FCC and of purported radio monopolies. Mr. Connery's brother, who served as his secretary, was elected to succeed the energetic labor leader of the House.

Another investigation measure has to do with allegations of a "radio lobby" in Washington.

The remainder of the bills dealing with radio touch such matters as advertising of liquor, testimonials, foreign products, and the like and of amendment of the so-called political section of the existing radio law so as to guarantee time for public forum discussions free for sponsorship.

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.

WTAR
VIRGINIA'S OLDEST BROADCASTER

WABY

PEAK POWER

▲ ▲ ▲ ▲ PEAK MARKET

WABY, centering the rich Capital District of stabilized, top buying power, now is equipped to blanket your sales story into every corner—a can't-miss assurance of even greater results from this perfect merchandising area. WABY's daytime programs now go forth propelled by 250 watts—a premium for you.

★ ★ ★

In The Heart of "The State That Has Everything."

Harold E. Smith, *General Manager*

STATION W•A•B•Y ALBANY, N. Y.

In the CONTROL ROOM

HAROLD J. McCREARY, former chief engineer of the Chicago Television Research Laboratories, has opened a consulting engineer's office at 105 W. Adams St., Chicago. He was formerly with Leich Electric Co., Genoa, Ill., Western Electric Co., and Automatic Electric Co.

ED STARNES, formerly of KFJZ, Fort Worth, has been named chief technician of KABC, Santonio. W. D. Bird, also of KFJZ, has joined the control staff.

JOHN SCALES has resigned as supervising technician of KFWB, Hollywood. His successor has not been announced.

TOM E. ATHERSTONE, formerly transmitter engineer, has been promoted to chief engineer of KGVO, Missoula, Mont.

BERT SEIVER has joined the technical staff of KFEL, Denver.

EDWARD McGINLEY, control operator of WJEJ, Hagerstown, Md., has left the station temporarily to continue his education.

CLIFF SCHOENHARDT, former Federal Barge Line radio operator, has joined the engineering staff of WTMV, E. St. Louis, and has been assigned to handle recordings produced on WTMV's new Fairchild recorder.

LINDSAY L. COFFMAN and J. B. Fuqua, recent graduates of Capitol Radio Engineering Institute, have joined the engineering staff of WIS, Columbia, S. C.

JOHN H. KULIK, veteran NBC engineer and an accomplished musician, has been assigned to handle the Toscanini-Rodzinski concerts over combined NBC networks starting Nov. 13.

REED SNYDER, engineer of WHO, Des Moines, is the father of a baby girl born Nov. 5.

ARTHUR Q. FELTHOUSEN, formerly of Recordings Inc., Hollywood, has joined C. P. MacGregor, Hollywood transcription concern, as chief sound engineer, succeeding Lyle Cain, resigned.

ARIE VAN DYKE, of Amsterdam, Holland, an engineer formerly connected with the Phillips Co. of Holland, has enrolled for a course in television at First National Television School of Kansas City, which operates television station W9XAL and is the parent company of KXBY.

EDWIN RECTOR, chief engineer of WKZO, Kalamazoo, has returned to his duties after a tonsilectomy.

J. R. POPPELLE, chief engineer of WOR, Newark, left Nov. 5 by plane for Havana, Cuba, to attend the International Radio Conference.

SAM HAGGERTY, formerly assistant engineer at CJRM, Regina, has been promoted to chief engineer of the affiliated CJGX, Yorkton. His assistant is Bill Horback.

KFRU

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A Sales Message over KFRU Covers the Heart of Missouri

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Every LINGO erected Radiator is insured against breakage, loss or damage for a period of 5 years at *no extra cost*. The LINGO TUBE Radiators will withstand a wind velocity of 100 m.p.h. and are also available in lighter weights for erection on building roofs.

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For over 40 years the firm of JOHN E. LINGO & SON, INC., has been constructing and erecting vertical structures. LINGO TUBULAR STEEL towers have been used by the U. S. Navy Dept. since 1925 at various points between Maine and Panama. Their uninterrupted use in tropical storm centers is worthy testimony of their construction.

Individual Engineering

Lingo Radiators are individually engineered for your Station. They are not mere makeshift assemblies of light-weight pipe, but are made of new full-weight Copper Bearing Seamless Steel Tubing. This material has a greater rust resistance value and a higher tensile strength.

Single Responsibility

Due to the fact that Lingo not only *constructs*, but *ERECTS* every Radiator, you are assured of 100% satisfaction and service. You are not harried by the annoyance and difficulty of dealing with two or more contractors—we "actually see the whole job through".

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There are no delays and disappointments, even though every Radiator is custom-built and thoroughly tested and approved in our laboratories.

● Optimum performance at lowered costs! Check these seven exclusive Lingo features plus the seamless copper bearing steel tubular construction. . . . Let us show you how you can obtain high antenna efficiency at a saving you cannot afford to overlook. Both laboratory tests and actual results of radiators now in use, prove the great efficiency of Lingo "Tube" Radiators. For over 40 years the firm of John E. Lingo & Son has been constructing and erecting Vertical Structures all over the world. . . . THERE HAS NEVER BEEN A FAILURE!

Every Detail Affecting Radio Efficiency Thoroughly Investigated and Approved by GODLEY & BROWN—

Paul F. Godley and Dr. George H. Brown are well-known not only as prominent Radio engineer-consultants, but for their valuable contributions to the Art. These two men as consultants to the John E. Lingo & Son Company are actively engaged in carrying on field tests and experiments for the improvement and greater performance of Lingo Radiators.

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CAMDEN, New Jersey

Telephone Camden 487 Established 1897

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

NOVEMBER 1 TO NOVEMBER 12, INCLUSIVE

Decisions . . .

NOVEMBER 9

APPLICATIONS GRANTED:

WCBS, Springfield, Ill.—Lic. for CP.
WDGY, Minneapolis—Mod. CP re equip.
KLBM, La Grande, Ore.—Mod. CP trans., studio sites, antenna, equip.
WSMJ, Bridgeton, N. J.—Measure power.
KHBG, Okmulgee, Okla.—Lic. for CP as mod. 1210 kc 100 w D.
WGAR, Cleveland—License for CP.
WGRM, Granada, Miss.—Mod. CP.
KCRJ, Jerome, Ariz.—Lic. for CP.
WLAW, Lawrence, Mass. — Mod. CP trans., studio, antenna.
KARM, Fresno, Cal.—Mod. CP re equip., antenna.
WCAT, Rapid City, S. D.—Mod. hours.
WBNX, Springfield, Vt.—Mod. license to Twin States Brdcstg. Corp.
WCHV, Charlottesville, Va. — Lic. for CP.
KOAM, Pittsburg, Kan. — Lic. for CP as mod. 790 kc 1 kw D.
KIEM, Eureka, Cal.—Lic. for CP.
KGEZ, Kalispell, Mont.—Lic. for CP.
Mutual Broadcasting System—Ext. auth. to 6-1-38 exchange programs with CKLW.
KFBK, Sacramento — Exp. auth. facsimile.
KMJ, Fresno—Exp. auth. facsimile.
WTMJ, Milwaukee—Lic. for CP, use old trans. as aux.
WOSU, Columbus—CP move trans. locally, vert. antenna.
WJDX, Jackson, Miss.—Lic. for CP and mod. 1270 kc 1 kw 5 kw D unl.
KATE, Albert Lea, Minn.—Lic. for CP.
WNYC, New York — Lic. for CP and mod. 810 kc 1 kw LS directional.
WGAN, Portland, Me.—Mod. CP extend completion.
WLLH, Lowell, Mass.—Mod. exp. auth. trans. site.
KFGQ, Boone, Ia.—CP new equip.
KNOW, Austin, Tex.—CP new equip., change antenna, increase D to 250 w.
W2XBT, NBC, New York—CP television station, mobile.

SET FOR HEARING — NEW, Y. W. Scarborough, J. W. Orvin, Charleston, S. C., amended CP 1210 kc 100 w 250 w unl.; NEW, Amarillo Brdcstg. Corp., Amarillo, Tex., CP 1500 kc 100 w unl.; WKEU, Griffin, Ga., CP move to Macon, Ga., change equip., change 1500 to 1310 kc, increase 100 w D to 100 w 250 w D unl.; NEW, Thumb Brdcstg. Co., Sandusky, Mich., CP 950 kc 500 w 1 kw D unl.; NEW, Mountain Top Trans Radio Corp., Denver—CP 1370 kc 100 w 250 w D unl.; KOMA, Oklahoma City, CP new equip., radiator, increase 5 to 10 kw 1480 kc unl.; WKBW, Buffalo, CP increase 5 to 10 kw 1480 kc; WGR, Buffalo, CP change equip.; WISN, Milwaukee, mod. license N 250 to 1 kw; WAPI, Birmingham, vol. assign. license to Voice of Alabama Inc.; NEW, Pinellas Brdcstg. Co., St. Petersburg, Fla., CP 1370 kc 100 w 250 w D unl.; NEW, Colonial Brdcstg. Corp., Norfolk, Va., CP 1370 kc 100 w 250 w D unl.; NEW, Fla. W. Coast Brdcstg. Co., Clearwater, Fla., CP 1300 kc 250 w unl.; NEW, Joe L. Smith Jr., Beckley, W. Va., CP 1210 kc 100 w 250 w unl.; NEW, Madison Brdcstg. Co., Madison, Wis., CP 1450 kc 250 w unl. directional; NEW, Great Western Brdcstg. Co., Omaha, CP amended to 1500 kc 100 w unl.; NEW, Brenau College, Gainesville, Ga., CP amended to 1210 kc 100 w unl.; NEW, Greater Greenwood Brdcstg. Station, Greenwood, S. C., CP 1420 kc 100 w 250 w D unl; WJBO, Baton Rouge, La., CP change trans., increase 500 w to 1 kw 1120 kc unl. (exc. 8-9 p. m. Mon.); KUJ, Walla Walla, Wash., CP change equip., change to 560 kc, move station, increase 100 to 250 w.; KROC, Rochester, Minn., CP move trans., locally, change 1310 to 920 kc increase 100 w 250 w D to 500 w 1 kw D; WAIR, Winston-Salem, N. C., mod. lic. increase 250 w D to 250 w unl.; NEW, Southern Brdcstg. Corp., Covington, La., CP amended to 1500 kc 100 w 250 w D unl.; KSO, Des Moines, CP increase 500 w 2½ kw D to 1 kw 5 kw D directional N; NEW, Piedmont Brdcstg. Corp., Salisbury, N. C., CP 1500 kc 100 w 250 w unl.; NEW, Constitution Pub. Co., Atlanta, CO 1240 kc 1 kw 5 kw D unl. directional N; NEW, L. B. McCormich, Greenville, N. C., CP 1370 kc 250 w D; NEW, State Brdcstg. Corp., Gretna, La., CP 1370 kc 100 w 250 w D SH; KSRO, Santa Rosa, Cal., mod. lic. 250 w D to 100 w 250 w D unl.

APPLICATIONS DISMISSED—WJNO, W. Palm Beach, Fla., CP 1350 kc 1 kw LS unl.; WDAE, Tampa, mod. license 1220 kc 5 kw LS unl.; NEW, Mittelo Franklin Moble, Anniston, Ala., CP 1420 kc 100 w D.

MISCELLANEOUS—Petitions to intervene granted: NEW, Greater Greenwood Brdcstg. Sta., Greenwood, S. C. (Broadcasters Inc., Gastonia); Brockway Co., Canton, N. Y. (WFPR); WIP, Philadelphia (Young Peoples Assn. Prop. Gospel); WFIL, Philadelphia (same as WIP); WGNY, Newburg, N. Y. (Platt & Platt Inc., Poughkeepsie).

WJBW, Charles C. Carlson, denied further hearing and permission intervene on WSMB applic.; Radio Enterprises Inc. and Associated Ark. Newspapers, granted joint motion continuance hearing on applic. CP Hot Springs, Ark.; WKBZ, Muskegon, Mich., granted pet. withdraw without prej. applic. mod. license; WCOP, Boston, denied motion dismiss without prej. applic. mod license; NEW, Arlington Radio Service Inc., Arlington, Va., denied hearing in Clarendon, Va., on applic. CP; WOOD, Grand Rapids, granted applic. withdraw applic. CP without prej.; KANS, Wichita, granted pet. withdraw without prej. applic. transfer control; WSAY, Rochester, denied reconsid. action setting for hearing applic. increase power etc.; WESG, Ithaca, granted continuance hearing 60 days; NEW, Richland Brdcstg. Co., Mansfield, O., dismissed pet. withdraw applic. CP new station (denied as in default 10-12-37); NEW, Charles F. Engle, Natchez, Miss., granted withdrawal without prej. applic. new station; WBNX, New York, denied reconsid. & grant without hearing applic. move trans. locally etc.; NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, granted pet. retain hearing date; NEW, Radio Enterprises Inc., Lufkin, Tex., denied pet. that applic. new station be set for hearing and that effective date of decision on No. 4162 and 4312 be postponed; WNBC, New Britain, Conn., changed effective date Ex. Rep. Nov. 16 to Nov. 12.

ACTION ON EXAMINERS' REPORTS:

NEW, Arthur H. Croghan, Minneapolis—Denied CP 1310 kc 100 w D, sustaining Dalberg.

NEW, Charles Poter & Edward T. Eversole, Festus, Mo.—Denied CP 1420 kc 100 w D reversing Seward.

WHOM, Jersey City—Denied CP new trans., increase 250 w to 250 w 1 kw D, sustaining Hyde.

NEW, Gen. Elec. Co., Belmont, Cal.—Granted CP international station 20 kw unl., sustaining Hill.

NEW, Key City Brdcstg. Co., Kankakee, Ill.—Denied CP 1500 kc 100 w unl., sustaining Berry.

NEW, Robert Raymond McCulla, Oak Park, Ill.—Denied CP 1500 kc 100 w D, sustaining Berry.

NEW STUDIOS—WCCO staged a special broadcast when work was started on its new studios, to be ready next March. Wielding shovel and syllable are, left to right, C. R. Jacobs, CBS manager of construction; Hugh S. McCartney, WCCO chief engineer; Earl H. Gammons, WCCO general manager.

KABR, Aberdeen, S. D.—Granted change 1420 to 1390 kc, increase to 500 w 1 kw D unl., sustaining Hyde.

NEW, Don M. Lidenton & A. L. McCarthy, Poplar Bluff, Mo.—Granted CP 1310 kc 100 w D, sustaining Irwin.

NEW, John W. Haigis, Greenfield, Mass.—Granted CP 1210 kc 250 w D, sustaining Berry.

WBNS, Columbus—Granted CP increase to 1 kw 5 kw D, sustaining Irwin.

ORAL ARGUMENT GRANTED — WBAX, Wilkes-Barre. 1-13-38; NEW, Genesse Radio Corp., Flint, Mich., 1-13-38; NEW, Dr. Wm. States Jacobs Brdcstg. Co., Houston, 1-20-38; NEW, Great Lakes Brdcstg. Corp., Cleveland, 1-20-38; NEW, Fall River Herald News Pub. Co., Fall River, Mass., 1-20-38.

RATIFICATIONS—KUMA, Yuma, Ariz., granted ext. temp. auth. remain silent to 11-19-37; KPRC, Houston, granted ext. temp. auth. 5 kw N; WIOD-WMBF, Miami, granted temp. auth. 610 kc; WWJ, Detroit, granted ext. temp. auth. 5 kw N; WFIL, Philadelphia, granted ext. temp. auth. 1 kw N; WMBQ, Brooklyn, granted ext. temp. auth. for Joseph Husid, Receiver, to operate station; WPEN-WRAX, Philadelphia, granted temp. auth. increase to 1 kw N; WTNJ, Trenton, N. J., set for hearing applic. renewal and temp. license, move trans., vert. radiator; WRDO, Augusta, Me., granted ext. license two months; WNBZ, New York, granted ext. license two months; KMAC, San Antonio, granted ext. license two months; KGNC, Amarillo, Tex., granted temp. auth. 1 kw D; NEW, Valley Pub. Co., Harlingen, Tex., denied as in default; NEW, S. L. Slover Corp., Norfolk, Va., dismissed at applic. request CP new station; KYW, Philadelphia, dismissed at applic. request applic. CP increase 10 to 50 kw etc.; WCBA, Allentown, Pa., granted withdrawal applic. vol. assign. license without prej.; WSAN, Allentown, same; accepted appearance in pet. Hazlewood Inc.; Harold Thomas granted ext. 60 days trans. site at Pittsfield, Mass.; WGRC denied pet. hold open record in 4654 and consol. with 4649, 4731, 4679 and denied cont. hearing on applic. Kentucky Brdcstg. Corp.; WPEN effective dates, and WRAX, extended; Zenith Radio Corp. applic. visual station reopened for further testimony; Louis P. Thornton denied request take depositions, Baker, Ore.; Voice of Detroit Inc. granted leave amend applic. new station; Sharon Herald Brdcstg. Co. granted pet. for stipulation; Platt & Platt Inc. granted waiver rule 104.6(b), and accepted appearance.

Petitions to intervene granted George H. Payne (Floyd A. Parton, San Jose); Dorrance D. Roderick (Tri-State Brdcstg. Co.); Isle of Dreams Brdcstg. Corp. (Broward Brdcstg. Co.); Savannah Brdcstg. Co. (Colonial Brdcstrs, Savannah); Southwestern Hotel Co. (J. T. Griffin, Fort Smith, Ark.); KMED (Pacific Radio Corp., Grants Pass, Ore.); KQV (WWPO Inc., Pittsburgh); King-Trendle Brdcstg. Corp. (Cadillac Brdcstg. Corp., Detroit); KDYL (Interstate Brdcstg. Corp.); El Paso Brdcstg. Co. (KTSM), and granted delay in final decision pending court action on Dorrance D. Roderick applic., and denied delay in final decision until Commission acts on applc. El Paso Brdcstg. Co. and Earl Yates.

Continuance of hearings granted Union Tribune Brdcstg. Co., to 3-1-38; Peter Goelet (WGNY) to 1-5-38; Colonial Brdcstrs. Inc. and Seaboard Brdcstg. Corp. to 12-20-37; Charles F. Engle, Natchez, Miss., 11-19-37; Floyd A. Parton, San Jose, to 1-10-38; WLAK, to 12-16-37; KFH, intervenor in applic. Farmers & Bankers Brdcstg. Corp., to 11-23-37; J. T. Griffin to 1-11-38; WCBA and WSAN, Allentown, to 1-5-38; WBNX and Havens & Martin Inc., to 12-10-37; WMFR to 12-1-37; denied pet. Dorrance D. Roderick, an intervenor for postponement hearing of Tri-State Brdcstg. Co., KTSM, pending court decision in Tri-State Brdcstg. Co. v. FCC and Dorrance D. Roderick, intervenor.

Examiners' Reports . . .

KPOF, Denver—Examiner Berry recommended (I-519) that applic. increase 500 w 1/3 time to 1 kw Sh.-KFKA be granted.

NEW, Centennial Brdcstg. Corp., Dallas—Examiner Irwin recommended (I-520) that applic. CP 1500 kc 100 w D be denied if Commission grants applic. Dallas Brdcstg. Co., A. L. Chilton or Richard S. Gozzaldi; and granted if they are denied.

NEW, WFNC, Fayetteville, N. C.; NEW, Capitol Brdcstg. Co., Raleigh, N. C.—Examiner Seward recommended (I-522) that applic. WFNC CP 1210 kc 250 w D be denied; that applic. Capitol Brdcstg. Co. CP 1210 kc 100 w 250 w LS unl. be granted.

Applications . . .

NOVEMBER 1

NEW, Garden Island Pub. Co., Lihue, Hawaii—CP 1500 kc 100 w 250 w D unl.
NEW, Juan Piza, San Juan, P. R.—CP high-freq. 100 w unl.
WBRE, Wilkes-Barre, Pa. — License for CP move trans., vert. antenna.
NEW, WGAR Brdcstg. Co., Cuyahoga Heights, O.—CP relay station 100 w.
NEW, W. A. Barnette, Greenwood, S. C.—CP 610 kc 250 w D.
KRLD, Dallas—CP new trans.
WSM, Nashville—Exp. auth. facsimile.
KFGQ, Boone, Ia.—CP new trans.
KGEK, Sterling, Col.—Mod. license re hours.

NOVEMBER 3

NEW, Gen. Elec. Co., Albany, Easton, Schenectady—Video stations.
NEW, King-Trendle Brdcstg. Corp., Pontiac, Mich.—CP 1440 kc 250 w unl. directional.
NEW, F. C. Todd, Gastonia, N. C.—CP 1420 kc 100 w 250 w unl..
WDAE, Tampa, Fla.—Mod. license 1220 to 780 kc directional.
KGGC, San Francisco—Mod. CP new antenna, move trans., to increase D to 250 w.

NOVEMBER 5

WDEL, Wilmington, Del.—CP vert. antenna, move trans.
NEW, Harry M. Ayers, Anniston, Ala.—CP 1420 kc 100 w D.
WSPA, Spartanburg, S. C.—CP new trans.
NEW, Michael J. Mingo, Tacoma, Wash.—CP 1400 kc 250 w D.

NOVEMBER 8

WOKO, Albany, N. Y.—License for CP new equip.
NEW, Pontiac Brdcstg. Co., Pontiac, Mich.—CP 1100 kc 1 kw D.
NEW, S. B. Quigley, Mobile, Ala.—CP 1200 kc 100 w D.
WKAT, Miami Beach—License for CP as mod.
WHBB, Selma, Ala.—Auth. transfer control to H. A. Shuman and S. A. Cisler.
WHBF, Rock Island, Ill.—CP change 1210 to 1240 kc, increase to 500 w 1 kw D etc., amended to 1 kw N & D.
WTAD, Quincy—Mod. license D to unl. 1 kw, amended to CP, directional N, move trans.

NOVEMBER 11

NEW, Peter J. Caldarone, Providence, R. I.—CP 1270 kc 250 w D.
NEW, Cherry & Webb Brdcstg. Co., Providence, R. I.—CP new trans.
WSIX, Nashville—License for CP new trans.. increase power.
KWK, St. Louis—Mod. license D to 5 kw, amended to directional.
NEW, Pulitzer Pub. Co., St. Louis—License for facsimile station.
NEW, Larry Rhine, San Francisco—CP 980 kc 250 w D, amended to 1150 kc 1 kw.
KYOS, Merced, Cal.—Vol. assign. license Merced Star Pub. Co. to Merced Brdcstg. Co.
KVOA, Tucson, Ariz.—Trans. control from Albert Steinfeld & Co. to KTAR Brdcstg. Co.
KTKC, Visalia, Cal.—Mod. license 1190 to 1210 kc, D to unl., 100 w 250 w D (contingent KDON applic. 1400 kc).

Names Reps Abroad

BRITISH American Productions Inc., New York, has announced the appointment of representatives in Great Britain, Australia and New Zealand in addition to representation in Latin America and the United States. Additions in personnel, according to B. Charles-Dean, president of BAP, include Charles S. Pearsall, vice-president; Arthur R. Learey, formerly of Tested Selling Inc., director of broadcast-merchandising, and Irving J. Henry, sales manager in charge of radio.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on Nov. 8 started *Grand Hotel* on 29 NBC-Blue network stations, replacing *Vanity Fair*, which started Sept. 20. Agency: Aubrey, Moore & Wallace Inc., Chicago.

P. LORILLARD Co., New York (Old Gold cigarettes), on Nov. 16 starts *Hollywood Screenscoops* with George McCall on 55 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on Nov. 7 started *Dr. Christian*, starring Jean Hersholt, on 58 CBS stations, Sun., 2:30-3 p. m. Agency: McCann-Erickson Inc., New York.

SIGNAL OIL Co., Los Angeles (gasoline and motor oil), on Nov. 14 started *Signal Carnival* for 52 weeks on 11 NBC-Red Pacific and Mountain stations, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

OXO Ltd., Montreal (Oxo bouillion cubes), on Nov. 16 starts *Oxo Program* on 4 NBC-Pacific Red stations, Tues., Fri., 9:30-9:45 a. m. (PST). Agency: Doremus & Co., San Francisco.

BENJAMIN MOORE & Co., New York (paints and varnishes), on Jan. 3, 1938, starts *Betty Moore* for 21 weeks on 32 NBC-Red stations, Mon., 11:45 a. m.-12 noon. Placed direct.

CONSOLIDATED Drug Trade Products Inc., St. Louis (McCoy cod liver oil, Acidine, Kolor-Bak), on Nov. 8 started *Charley Stookey's Ozark Mountain Minstrels* on 2 Mutual stations (WGN, KWK), Mon. thru Fri., 5-6 p. m., after Nov. 29 also Sat., 5-6 p. m. Agency: Benson & Dall Inc., Chicago.

BERNARD PERFUMERS, St. Louis, on Nov. 16 started for 52 weeks *Arthur Chandler* on 2 stations of the WLW Line (WLW, WHN), Tues., Thurs., 8:30-8:45 a. m. Agency: Johnson Sel Co., Chicago.

PACKER MFG. Co., New York (Packer's tar soap), on Jan. 9, 1938, starts *Thatcher Colt Mysteries* on 23 NBC-Red stations, Sun., 2:30-3 p. m. Agency: Stack-Goble Co., Chicago.

B. MAX MEHL, Chicago (numismatics), on Nov. 8 started for 4 weeks *Money and Music* on 2 stations of the WLW Line (WLW, WHN), Mon., 7:45-8 p. m. Agency: Guenther-Bradford & Co., Chicago.

CHICAGO ENGINEERING WORKS, Chicago (correspondence course), on Nov. 10 started for 26 weeks *Modern Miracles* on 25 Don Lee stations, Wed., 9:15-9:30 p. m. (PST). Agency: James R. Lunke & Associates, Seattle.

Renewal Accounts

NASH-KELVINATOR Corp., Kenosha, Wis., on Dec. 4 renews for 43 weeks *Professor Quiz* on 61 CBS stations, Sat., 9-9:30 p. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit, on Dec. 7 renews *Hollywood Mardi Gras* for 52 weeks on 62 NBC-Red stations, Tues., 9:30-10:30 p. m. Agency: Young & Rubicam Inc., N. Y.

CARNATION Co., Milwaukee (condensed milk), on Jan. 3, 1938 renews *Carnation Contented Hour* on 59 NBC-Red stations for 52 weeks, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (gas and oil), on Nov. 9 renewed *Phillips Poly Follies* on 19 CBS stations, Tues., 10:30-11 p. m. Agency: Lambert & Feasley Inc., N. Y.

Luckies New Show

AMERICAN TOBACCO Co., New York (Lucky Strike), will replace the present Wednesday *Hit Parade* on Dec. 1 or Dec. 8 with a new Warner Bros.-Transamerican show featuring Dick Powell on 74 NBC-Red stations plus KFWB, 10-11 p. m. It will be titled *Your Hollywood Parade*. Lord & Thomas, New York, is agency.

Warners Drop Scripts

FOLLOWING a national survey, Warner Bros. First National Studios, Hollywood, has discontinued supplying radio script versions of its motion pictures to more than 200 small stations. Decision was made, according to a statement by the Warner studios, on the finding that these broadcasts were proving detrimental to the company's interests and those of its exhibitors. Transcription programs however, will be continued, it was said. Other Hollywood motion picture studios it is understood are preparing to follow and discontinue the issuing of scripts on forthcoming films. The elimination of transcriptions is also deemed likely to follow.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on Nov. 8 renewed for 52 weeks *Scattergood Baines* on 6 CBS Pacific stations (KNX, KSFO, KIRO, KFPY, KOIN, KVI) plus KSL, Mon. thru Fri., 8-8:15 p. m. (PST). Agency: Neisser-Meyerhoff Inc., Chicago.

TOWNSEND National Radio Club, Los Angeles (political), on Nov. 1 renewed for 13 weeks *Townsend Plan* talks on 11 California Don Lee stations, Mon., 8:45-9 p .m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on Nov. 8 renewed for 52 weeks *Poetic Melodies* on 49 CBS stations, Mon. thru Fri., 7-7:15 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 3 renews for 52 weeks *Contented Hour* on 59 NBC Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

Network Changes

GROVE LABORATORIES Inc., St. Louis, Mo. (Bromo-Quinine), on Nov. 9 added 12 Mountain and Pacific stations to the Tues. and Wed. schedule for *General Hugh S. Johnson*, previously heard on NBC-Blue.

ZENITH RADIO Corp., Chicago (radio receivers), on Dec. 5 moves *Zenith Foundation* from 67 NBC-Blue stations to 51 CBS stations, Sun., 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

IODENT CHEMICAL Co., Detroit (toothpaste) on Nov. 15 changed *Don Winslow of the Navy* from NBC-Red 6:15 p. m. to NBC-Blue 5:15 p. m., five weekly.

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AFM-Net Accord

(*Continued from page 13*)

tory progress. In these meetings, which were to be resumed Nov. 17, NBC was represented by Mark Woods, treasurer, and C. W. Fitch, business manager of program department; CBS by M. R. Runyon and L. W. Lowman, vice-presidents; and MBS by Alfred J. McCosker, board chairman, and T. C. Streibert, vice-president.

A one-year contract has been negotiated between Muzak Corp., supplier of so-called "wired radio" programs to restaurants, hotels and other places desiring music without talk, and 802, whereby Muzak agreed not to install its equipment without the union's approval and to remove its equipment from establishments in which orchestras are employed. While this agreement applies only to New York, it was said that if Muzak extends its service to other cities the same contract terms will apply there.

Teleprograms Inc., also engaged in "wired radio", has rejected the 802 contract on advice of its lawyers as being in restraint of trade. The New York musicians local is also carrying on negotiations with WINS, New York, which is trying to get its classification changed on the basis that as a part time station it should not be required to employ as many musicians as it has been. The station is temporarily operating without any staff musicians and has been placed on 802's "unfair" list. The union is picketing the station, which protests that this is unreasonable as it gave its orchestra the required notice and as it is attempting to negotiate a new agreement.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Puffed Wheat), will start *Dick Tracy* on 12 NBC stations in the East in January with about 18 other stations in the West and South to carry transcribed versions. The program will be broadcast 15 minutes daily except Saturday and Sunday, both on the network and in transcribed form. Fletcher & Ellis, Chicago, handles the Puffed Wheat and Puffed Rice account.

BILL McINTOSH, formerly m.c. for Ray Noble's orchestra on the British Broadcasting Corp. network, and at one time news editor, announcer and writer with KLZ, Denver, has joined the staff of WEW, St. Louis. George Sutherland, formerly with WISN, Milwaukee, has also joined WEW.

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University Park

HYATTSVILLE, MARYLAND

Late Personal Notes

GERALD V. (Jerry) MOORE, director of sales promotion of WFIL, Philadelphia, resigned Nov. 10. He has not yet announced his new connection. He was formerly on the sales staffs of stations in Baltimore and Washington.

FRED SMITH, for the last two years publicity director of BBDO, New York, and publicity director for Bruce Barton's successful Congressional campaign, has resigned and on Nov. 15 opened his own firm, to handle public relations and promotion. Located at 383 Madison Ave., the new organization will be known as Fred Smith: Promotions.

EDWARD L. FOERTSCH, president of Radiad Service, Chicago, and his former secretary, Miss Betty Sahn, were married in Chicago Nov. 6.

WALLACE FORD, formerly of CKLW, Windsor, and KBW, Buffalo, and more recently of KYA, San Francisco, on Nov. 1 joined the staff of KFRO, Longview, Tex., as production manager and news editor. John Young, formerly of the announcing staff of KFRO has left to free lance in Shreveport, La.

DON CLARK, for the past six months program director of KFI-KECA, Los Angeles, has resigned effective Nov. 15, to become manager of the radio department of H. N. Swanson Inc., Hollywood writer's agency.

HERBERT H. HYMAN, formerly exploitation director of Columbia Pictures, has joined Radio Events Inc., New York, as account executive.

MR. E. H. RIETZKE — PRESIDENT OF CREI

It Pays to Know

How You Can Step Ahead into a Better Radio Job

If you are not satisfied with your present position, if you have the desire to improve your job and your salary . . . "invest" in a penny postcard and send for our new free booklet—"A TESTED PLAN FOR A FUTURE IN PRACTICAL RADIO ENGINEERING". Write today for your copy. You'll thank us many times after you read its 48 interesting and illustrated pages.

CAPITOL RADIO

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WASHINGTON, D. C.

Merchandising & Promotion

What Food Stores Like—Milk Promotion—Mending Kit—All for Frogs—Dog and Girl—Bus Cards

WAYDE GRINSTEAD, sales promotion manager of WBBM, Chicago, has just completed a survey of food stores in Chicago in which answers to the following questions were obtained: What medium of advertising do the food stores prefer for assistance in moving their merchandise? (2) How many of them have radios in their stores and (3) What brands move the fastest in their particular classification? The survey is said to be significant in view of the fact that in Chicago, America's second market, there are approximately 10,000 grocery stores doing an annual business of more than $250,000,000. Following are highlights from the survey:

Food dealers like advertising assistance—they appreciate it. And they recognize results — recognize them not only by their sales figures, but by the mystic sixth sense that comes from watching the flow of merchandise.

Here's the way they named first choice of media: Radio 65.6%; newspapers 28.2%; counter displays 2.5%; magazines 2.2%; billboards 1.5%. It was found that 53.5% of the stores had radios turned on.

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Prizes for Answers

HILTON Co. Inc., New York (men's clothing), on Nov. 3 started sponsorship of *Quizmaster* on WMCA, New York. Program, conducted by Martin Starr, is broadcast for 30 minutes from the stage of the Strand Theater, Brooklyn, and consists of nontechnical questions. First prize on the weekly show is a suit of men's clothes, or its equivalent in cash if the winner is a woman. Second and third prizes are $10 and $5. At the end of 13 weeks, all previous winners will compete for the $100 grand prize. Agency is Bachenheimer, Dundes & Frank Inc., New York.

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Recorder and C. of C.

WTMV, E. St. Louis, sent its Fairchild recorder and Program Director Woody Klose across Illinois on a St. Louis cavalcade of businessmen, sponsored by the St. Louis C. of C. Drillers in the new Flora, Ill., oil field opened a well for the party, with Klose, Operator Cliff Schoenhardt and the recorder getting sprinkled with oil. Each of the businessmen on the trip received a letter advising when to hear the program.

* * *

The Red River Valley

WDAY, Fargo, has issued a 12-page book of facts and figures about the Red River Valley market and WDAY's coverage of this rich farm section. The brochure is illustrated with maps and charts and decorated with amusing drawings of the little farmer who represents the station's average listener.

* * *

Bread at Fair

JONES FINE BREAD Co., Waco, Tex., operated an elaborate studio at the Brazos Valley Free Fair, originating a number of its WACO programs for the site.

Milk Merchandising

RESPONSE indicating record success for the Salt Lake Milk Producers Association's radio show establishes that juvenile activity angles merchandise milk. Program is heard thrice weekly over KSL, Salt Lake City. Promotion is year round and bears title *Golden Glory Adventure Club*. Local theatres, sporting arenas, youth leaders, etc., execute a planned and varied weekly activity program. Club's Saturday parties have attracted 25,000 at meetings. Ed Broman handles the account. Stevens & Wallis Agency produces. Admission to participation is firm's bottle tops.

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Local Newsreels

WTCN, Minneapolis, in cooperation with local theatres is making a series of newsreels covering events of local interest with emphasis on special events broadcast on WTCN. Stephen Wells, WTCN director of special events, edits and writes the film continuity while Charles Irving of the production department acts as commentator. The theatres furnish the equipment and camera men.

* * *

Rinso and Dime

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Nov. 5 started a daily gift offer on its five-a-week CBS program, *Big Sister*, in observation of the series' first anniversary. The gift, a personally initialed mending kit, is offered daily for three weeks in return for the top of a big box of Rinso, plus 10c. Agency is Ruthrauff & Ryan Inc., New York.

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For the Youngsters

KFOX, Long Beach, Cal., has mailed out 10,000 program pamphlets to its young listeners. The three-page leaflet is done in two colors with illustrations and promotes the station's evening series of juvenile dramas.

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The KMA Market

KMA, Shenandoah, has issued a promotional piece, the *Candid Story of KMA*, showing coverage, market data and results obtained by advertisers.

The Frogs Have It

CAPITALIZING on the name, Frouge's Department Store in Tulsa, the store with the two big frogs out in front, has inaugurated a very successful children's program over KTUL five days a week at 5:15 p. m. The program is titled *Old Frougie*. Old Frougie is supposed to be a genial old bull frog who tells the children stories with the assistance of Aunt Sylvia. The stories he tells concern the adventures of a little frog, Bigeye. To tie in with this idea of frogs the store is giving away free to any child who comes in with their parent a little green frog luck charm, the statute of Bigeye of whom Old Frougie tells every day.

* * *

Results of Survey

A PROMOTION piece, summarizing the results of a recent radio survey made by the Minnesota Congress of Parents & Teachers, has been released by WCCO, Minneapolis. Questionnaires for the survey were distributed by PTA groups in 29 Minnesota communities. Over 10,000 were returned and analyzed by Dr. Kenneth H. Baker, professor in University of Minnesota's department of psychology.

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SHUCKING—WIBW, Topeka, with Allis-Chalmers Mfg. Co. as sponsor, went to the Cornhusking Contest at Marshall, Mo., in this bus. A special telephone network was set up for the remote.

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Girl Names Dog

ONE appeal for a name for a Scotch terrier brought 23,139 replies when broadcast on the *Aunt Jenny's Real Life Stories* program on CBS. Sponsor is Lever Bros., Cambridge, Mass., for Spry shortening, through Ruthrauff & Ryan Inc., New York. Jean Jarvis, 14, of Kansas City, submitted the name "Stymie" and won the dog.

* * *

WHIP Promotion Piece

WHIP, new 5,000 watt daytime Hammond, Ind. station, has issued a green-covered folder for agencies and advertisers giving complete data on the station's equipment, coverage, service, etc.

WMAZ BOOTH — The Macon station was represented at the Georgia State Fair with an exhibit of products sold by all its sponsors. On duty when the photo was snapped was Lew Kent (left). Mrs. Allie V. Williams, program director, is standing at the extreme right.

* * *

In Chicago Buses

WAAF, Chicago, has colored car cards in all Chicago buses calling attention to outstanding programs on the station. The placards, changed monthly, are in all the firm's 750 buses. Although advertisers are not mentioned in the cards they are benefited by them inasmuch as attention is called to the names and time of broadcast of various commercial programs. WAAF has also recently put out a brochure giving facts and data about its *King of the Kitchen* program.

* * *

Interest in Music

DR. JOSEPH E. MADDY'S 1937-38 *Fun in Music* series on the NBC-Red network has received requests for textbooks from every state, all the provinces of Canada, and a dozen foreign countries. Now in its second year over NBC networks and its eighth year on the air, this is the first season the series has included instruction in piano and voice. First printing of the piano instruction books was exhausted within four weeks after the first broadcast, Oct. 12.

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Program Service

WRVA, Richmond, Va. celebrated its 12th anniversary Nov. 2 by publishing its first issue of *WRVA Dialog*, a monthly program selection service. The first copy included a resume of November programs and defined the program policy of WRVA. Offering quick reference to programs by types and filled with descriptive comment, the folders are mailed monthly without charge to all listeners who ask for them.

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Bank Merchandisers

THE three banks using WOWO-WGL, Fort Wayne, Ind., are active merchandisers. Fort Wayne National Bank has a six-foot electric sign with call letters and tips on the next program. Fort Wayne Morris Plan has a four-foot sign of palm trees for the Arabesque series of Radio Events Inc. Lincoln National Bank & Trust Co. sends blotters in all direct mail, listing time of program on WGL.

* * *

WOR Piece Wins Award

OF THESE We Sing, market data book of WOR, Newark, won honorable mention at the Third Annual Exhibition of the New York Employing Printers Assn. held at the Hotel Astor in early November.

In Memoriam
For the dollars lost and the good will ungained
by those who are not using
WBIG
for their sales and service message
Radio has proven itself the greatest medium for mass communication the world has ever known
The country's greatest merchants and industrialists are not unmindful of radio's aid to commerce
You can reach more people in this area through
WBIG
at less cost than any other medium

REQUIEM—Too bad, moans WBIG, Greensboro, N. C., sympathizing with those not using its facilities. The folder also carries the WSM creed "I Am the American Radio Listener!"

THE NO MAN'S LAND OF RADIO

Remote farms, mines, lumber camps . . .
Urban areas choked with local interference . . .
Homes with old and poorly repaired radio sets . . .

THESE MAKE UP "THE NO MAN'S LAND OF RADIO"

THE thousands of listeners in this "No Man's Land" know better than anyone else the value of WLW.

They depend almost exclusively on THE NATION'S STATION for top-flight programs delivered with a clear signal . . . and they are never disappointed.

WLW—THE NATION'S STATION